



Università
Ca'Foscari
Venezia

Master's Degree in
Interpretariato e Traduzione Editoriale e Settoriale

Final Thesis

**Communicating Food-Related
Sustainability to the Italian Culture**
A Proposed EN>IT Subtitling of the Documentary *MILKED*

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Academic Year

2021 / 2022

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INTRODUCTION

This work aims to communicate food-related sustainability to the Italian culture through the translation and subtitling of *MILKED*, a New Zealander documentary about the exploitation of land perpetrated by the dairy industry in New Zealand's natural area, but which reflects a critical situation that characterizes the whole world.

It is rather fascinating how translation has often been an element which the translator could mold (or not) according to his tastes and use as a form of communication able to penetrate foreign people's minds and cultures; to do so, the translator should obviously mind the context in which his translation will fit in, for now we know that dividing the linguistic dimension from the cultural one when it comes to intercultural communication is utterly belittling; but the cultural value of translation, as well as its informative power, has not always been understood through history. A brief insight into Translation Studies is necessary in order to understand which theories lie at the basis of the present work.

Looking at the translator's role from the purely linguistic point of view – how it used to be before the advent of Translation Studies – he would not be considered more than a linguistic operator; indeed, in the 70s, translation did not even constitute a discipline by itself, but it was illegitimately fought between two major disciplines: linguistics and comparative literature. The very first idea of *context* in translation was given in the 60s, when the linguist Ian Catford – in his desperate attempts to create linguistic dogmas starting from his definition of equivalence – started talking about “a given situation” where this equivalence could be fulfilled. But it was the linguist and authoritative translator Eugene Nida who, in the same years, first talked openly about *context* as the focus of the translational process. His attachment to the importance of the cultural factor derived from the fact that he worked and specialized on a single type of text: The Holy Bible. Not only was his material so ancient that cultural differences could not be seen as irrelevant, but it had a very specific *aim*, which was to be fulfilled at all costs; Susan Bassnett will say that Nida's cultural assumptions derived mostly from a *historic-anthropologic* factor: the Europocentric inclination of that period animated him to pursue his mission of converting as many people as possible to Christianity, at a wide range and in the more effective way. To do so, the target text should be totally accessible to readers of a completely different culture, which is humiliating and unfaithful towards the source

text itself, as well as the source culture. Nida gave the translator the role of *cultural mediator*, but in a sense that today would be considered questionable in translation: indeed, he did not mean in any way to make the reader realize cultural differences and grow a critical consciousness in them.

The translator's role as "cultural mediator" returns in the 90s with Lawrence Venuti. Both Nida and Venuti endorsed the *active* role of the translator, but their insight of the meaning of "mediate" was actually diametrically opposite: the aim of Venuti was two-pronged: a *social aim*, the recognition of the translator's role, who switches from invisible to visible, and a purely *cultural* one: to teach the readers something culturally new and to respect cultural differences (i.e. the sociological concept of "politically correct"). Venuti meant to strike a balance between the rights of the source text and the needs of his receptors, welcoming all the translator's alienating gimmicks – such as leaving some terms untranslated, changing structural aspects of the target language (e.g. the period length) or the type of lexicon (formal or colloquial) – while not compromising the fluency of the text.

The present work combines these two similar yet opposite views on translation. As Nida intuited, the translation has an incredible potential to teach and communicate something to the target culture, and the translator plays a very important role in this process, for it needs to understand which is the target culture's knowledge on the topic, and do what is in his power to convey the message in the most efficient way possible. The topic of sustainability may represent for today's society what Christianity represented for Nida in those years: something that all people should know and practice, according to the means they have. At the same time, Venuti's perspective on translation is extremely modern and respectful of the particularities of the source text and culture; as for documentaries in particular, respecting these peculiarities turns out to be fairly significant in communicating values and establishing a connection between the target and the source culture. Furthermore, subtitling itself is one of the most respectful forms of translation, as it will be explained throughout the work.

The first Chapter will be dedicated to analyzing the role played by food in the Italian culture, which goes far beyond a simple biological necessity, holding in itself several key values. This will be the starting point to investigate the Italians' knowledge on the topic, as well as some biases which may interfere in the learning process, that will be explained

in detail. The second Chapter will outline the main characteristics of the documentary, concerning vocabulary and general use of the language, focusing on delicate aspects that are worth considering in a pre-translation analysis, as well as its style, which turns out to be the key of its communicative power. The third will be a theoretical and practical Chapter about subtitling, presenting the main technical and linguistic events that occurred in the subtitling work of the documentary; all the most meaningful strategies will be explained in detail and classified into categories. The translation itself will be fully consultable in Appendix. Finally, a few conclusions will be illustrated focusing on some difficulties and limits encountered throughout the work, along with some reflections on the current status of subtitling.

CHAPTER 1

ITALIANS AND FOOD-RELATED SUSTAINABILITY: BETWEEN STATISTICS, BIASES, AND FACTS

Introduction to the Chapter

The present Chapter is focused on outlining Italians' knowledge and relationship with a very delicate and divisive branch of sustainability: food-related sustainability and, in particular, veganism. Indeed, such theme is often surrounded by several cultural biases, which need to be analyzed in order to understand in which context the translation of the documentary *MILKED* – which is the core of the present work – is going to be placed, and which are the aspects that lead the target culture to often frown on this particular food choice.

The first Section is dedicated to exposing and commenting the most meaningful data gathered from an anonymous survey, to which participated a corpus of 115 Italian people from different age-range, background and education level. The survey aimed to outline a more complete picture of the target culture's approach towards sustainability, food-related sustainability and veganism. This idea came from a consistent lack of authoritative material concerning the topic. Starting from these results, the Chapter then proceeds by going deep into the topic of food-related sustainability – relying on the duo *environment & health* – aiming to debunk the most common myths that emerged from the survey, also by bringing the question closer to the Italian situation.

Indeed, food for Italians is values, togetherness and tradition; but, as any tradition, it has always evolved with people and adapted to the historical context it is in. We are animals ourselves, but our species is the only one who is able to decide what and how to eat, not just because led by a natural instinct, but because we manage to see the act of eating as interconnected with multiple external variables – e.g. social, medical and ethical ones – and eventually decide to make things work differently. If not from an ethical point of view, at least on a matter of preserving the Planet's health and our own.

1.1. Italian Perception of Food-related Sustainability and Veganism

In recent years, the interest in sustainability themes has undoubtedly risen all around the world, to a greater or lesser extent. In 1987, the United Nations provided a definition of sustainability, as “meeting the needs of the present without compromising the ability of future generations to meet their own needs”.¹ Developing countries in the world are constantly looking for new ways of meeting their development needs, aware that concrete efforts must be made to ensure that development today does not negatively affect future generations. But the term sustainability itself is extremely broad and open to many interpretations, as well as practical applications in everyday life. One of these applications is that related to the sphere of food and eating habits, a crucial aspect involved in sustainability, yet still lesser-known than many others.

When it comes to sustainable diets, the conversation often shifts to the importance, on an environmental level, to try and reduce or eliminate animal products. This is a very sensible topic, since eating meat and animal products is – for Italians especially – not only a matter strictly related to nutrition, but an integral part of their culture, rituals, traditions, and habits, both individually and in contexts of social interaction. Few studies have been carried out focusing on the relationship that countries have with veganism, let alone comparative studies. As for Italy, according to the annual Eurispes statistics, in 2022 the Italian population was for 1.3% vegan and 5.4% vegetarian.² These data do not include a category of people whose number is rising in recent years, i.e. those who do not mean to call themselves by one of these labels but have started to drastically reduce their meat and animal product consumption due to social, environmental, medical or ethical factors. Despite the lack of authoritative comparative studies among European countries, according to some statistics carried out by the single countries in the last 6 years, the number of vegans in Italy seems generally lower than that of Nordic countries, such as Scandinavian countries, Germany, Austria, Poland, UK or Ireland, but higher if compared to Spain, Portugal or France.

¹ <https://www.un.org/en/academic-impact/sustainability> (Feb. 2023)

² <https://eurispes.eu/> (Feb. 2023)

1.2. The Survey

Apart from numbers, more interesting would be to understand the familiarity and knowledge that Italy has on the topic; indeed, knowing how many people are part of a category is not always to be considered a reliable index of how that category is actually perceived in its social context. For this purpose, an anonymous survey has been handed out through various social media³, addressed to any Italian person aged from 18 to 65 who would like to answer on a voluntary basis. The present survey focused on the following questions: 1. *How much do you care about the environment?* 2. *How much time do you averagely spend on a daily basis reading up on sustainability themes or talking about it?* 3. *If you do spend time on this, in which spaces (virtual of physical) do you generally read up on the topic?* 4. *Which sustainability practices do you follow on a daily basis?* 5. *According to your knowledge on the topic, how sustainable do you think your diet is?* 6. *Which kind of diet do you follow?* 7. *If you're not following a plant-based diet, which are the main reasons why?* 8. *Despite your dietary choice, how important do you think it is, on an environmental level, to follow a plant-based diet?* 9. *Have you ever read up on it?* 10. *If so, where?*

The answers received were 115, collected between October and December 2022.

The graph in *Figure 1* shows the participants divided according to their age-range. The survey focused on these age-ranges only, since the documentary *MILKED* is thought to be addressed to people who reached the age of majority but, at the same time, were young enough to still be considered streaming platform users. All aspects related to the target of the documentary will be discussed in Chapter 2, fully dedicated to the features of *MILKED*.

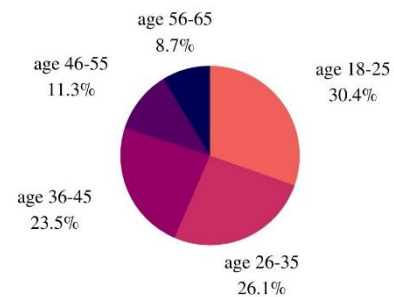


Figure 1: Participants' age

The graph in *Figure 2* shows the answers related to the participants' eating habits.

³ The main platforms used to share the survey were Facebook, WhatsApp and Instagram; in order to present a picture of reality as fair as possible, the groups and pages where the survey was published were purposely not linked to specific groups of people – such as vegan or anti-vegan groups, or pages focused on sustainability themes – but wider groups which could be followed by every kind of people.

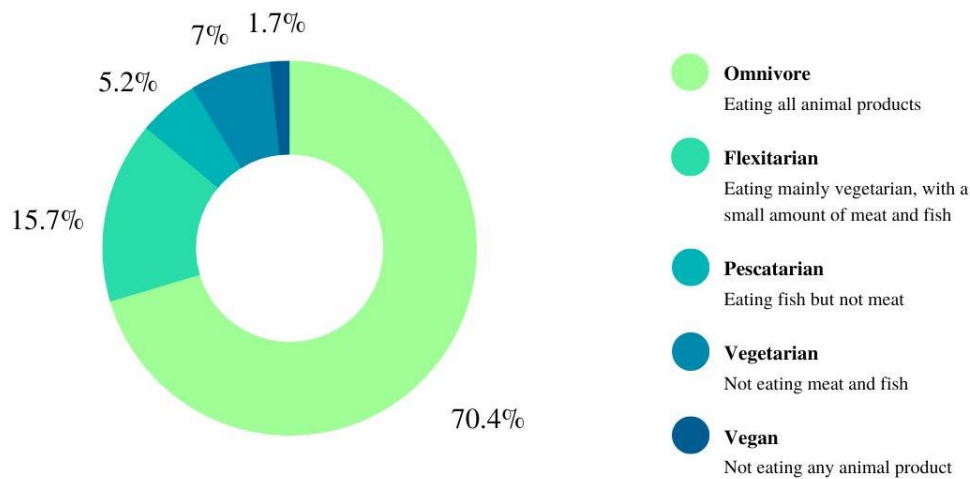


Figure 2: Participants' diet

Despite the sample analyzed being restricted, these percentages fairly reflect the data published by the latest Eurispes statistics about veganism in Italy.

1.2.1. Vegans and Vegetarians

All the participants belonging to these two categories claimed to be quite interested – some of them even deeply involved – in environmental themes, and 70% of them claimed to spend from 15 minutes up to 1 or 2 hours per day documenting or talking about sustainability. It is interesting to notice that 100% of the vegetarian and vegan participants claimed to have learnt about the relationship between food and sustainability from documentaries, among other information sources.

Focusing on the vegetarian category, 100% of vegetarians claimed to be trying to go vegan, but not to feel ready yet; 25% added that the reason for this uncertainty is due to the fear of detaching too much from traditions, wasting moments of social interaction or giving up tastes that they are used to.

1.2.2. Flexitarians and Pescatarians

The rich number of people who follow other kinds of alternative diets – such as flexitarian and pescatarian people – is also worth analyzing on a matter of understanding whether their food choices were influenced to some extent by their interest in sustainability.

Flexitarians, like vegans and vegetarians, claimed to be quite interested – some of them even deeply involved – in environmental themes; more than 50% claimed to spend from

15 minutes up to 1 or 2 hours per day documenting or talking about sustainability. Despite more than 60% of flexitarians affirmed that going vegan would be very beneficial for the planet, just 16% express their interest in going vegan. Their major concerns – along with those expressed by some vegetarians – are potential nutrients deficiencies, lack of variety, and incompatibility with some health problems. More than 50% of flexitarians have learnt about the relationship between food and sustainability from documentaries.

Pescatarians show a little less interest in environmental themes than the previous categories; more than 80% of pescatarians spend less than 15 minutes per day documenting or talking about environmental sustainability, and 50% of them affirmed that they have never documented about the relationship between food and environmental sustainability; just 16% learn about the topic from documentaries. Furthermore, more than 60% of them claimed that going vegan is not very important for the planet, yet 30% said that they would like to shift to vegan in the future; the main concerns pescatarians have about going vegan are mainly due to the fear of running into nutrients deficiencies and, again, the fear of detaching too much from traditions or wasting moments of social interaction.

Paradoxically, pescatarians seem to be less worried and more akin to shift to a vegan diet than flexitarians, even though they are less interested in the topic and think that this step is not actually necessary in an environmental perspective.

1.2.3. Omnivores

This is, as expected, the broader category that emerged from the data. 85% of omnivores claimed to be interested in sustainability themes, following several sustainability practices throughout the day. 36% of them spend from 15 minutes to 1 or 2 hours per day documenting or talking about sustainability. It was interesting to notice that, among the people interested in sustainability, 50%⁴ have never documented about the relationship between food and environmental sustainability. The fact that people who care about sustainability have never thought about the need to go deep into food-related sustainability may be a significant indicator that reflects the difficulty to find authoritative

⁴ The answers from people who are not interested in sustainability are not included in this data, since the fact they've never documented on food-related sustainability is not an index of a potential lack of tools and information, but simply of the fact that they've probably never been interested in reading up on it.

material on the topic but, above all, a lack of information and tools that should be provided by the government's competent bodies on this issue, which is hardly ever considered compelling enough. At the same time, 27% of omnivores claim to have learnt about food-related sustainability from documentaries, among other information sources.

As regards the reasons why they would not follow a plant-based diet, more various answers emerged from this category compared to the previous ones; the grounds they expressed were gathered into the following groups, in order of decreasing recurrence: the taste of meat and animal products (48%) and the fear of nutrients deficiencies (47%) are the two main reasons why omnivores do not consider shifting to a plant based diet, followed by conviviality and tradition (14%), incompatibility with current health problems (14%), costs (7%), the fear of being a burden to those who cook for you (6%), that is useless and stupid (5%) and antiscientific (3%). An interesting data is that 12% affirmed that they have just never thought about going vegan, but it would not be a big deal for them, and 5% are actively trying to do so.

1.2.4. Comment on the Results and Limits of the Survey

The data presented in this section aimed to provide an idea of Italians' eating habits and knowledge on food related sustainability. What emerges from the result is that, regardless of one's type of diet, Italians seem to be quite interested in sustainability in a broad sense, clearly more evident in those who follow diets which typically embrace the ideals of sustainability. But this is not a prerogative, since the grounds behind a person's decision to follow a plant-based diet are not necessarily linked to a particular interest in sustainability, but to multiple different reasons, as will be explained throughout the present Chapter. An example of this is provided by the category of pescatarians, which is, according to this survey, the least interested in sustainability, despite cutting meat out of their diet.

The survey also collected data about age, education level, and geographical background of each participant. Such references could be very interesting in order to analyze the topic from different perspectives, so as to outline a more detailed and nuanced picture of the Italian situation; but one consistent limit of this survey was – along with the relatively small number of participants – their uneven distribution, especially from the geographical and educational point of view, resulting in some categories that were very

rich in data compared to very poor ones. Furthermore, after analyzing the data available from each of these perspectives, nothing particularly worth noting emerged; the only category who turned out to be quite interesting to analyze was that related to age-ranges, in particular the age-range 26-35, who showed a clearly different trend in diets distribution compared to all the other ranges: indeed, just 53% of people between 26 and 35 years of age were omnivores, 17% were flexitarians, 13% vegetarians, 10% pescatarians and 7% vegans. In particular, all vegan participants belonged to this category, as well as 50% of all vegetarians and pescatarians. It could be really useful for further research to implement the survey by expanding the sample while involving an equal number of participants between each category, so as to study Italians' relationship with food sustainability from each of these sociological perspectives.

An interesting result for our aim of research is the role played by documentaries as means of communication, which turned out to be the most used source of information on the topic. The power of documentaries is not always understood – especially in Italy, where the documentary is still perceived as something static, expert-centric and passive. As we will see in Chapter 2, the modern documentary style – mainly adopted in the U.S., but which is gradually expanding to other English-speaking countries – is turning into a very valuable tool to spread knowledge in a more participatory and interactive way for the spectator. Today, these products almost exclusively belong to the world of Video On Demand (VOD); in the case of the most well-known platforms, Italian subtitles are always provided, but not dubbing or half-dubbing. This makes a significant difference in how the product is perceived, as it will be examined in Chapter 2 and 3. In other minor platforms instead, Italian subtitles are often not provided, as in the case of *MILKED*.

The translation of the documentary *MILKED* comes from the need to make more and more of these products accessible to the Italian public, since the issue raised by these documentaries seems not to be properly addressed by competent bodies, resulting in skepticism and prejudice over the topic. Suffice it to think that a clear reference to the word “environment” first appeared in the Italian Constitution after the constitutional reform February 2022.⁵ The following Sections will be devoted to analyse the topic, relying on the most salient points debated in *MILKED*.

⁵ <https://www.riformeistituzionali.gov.it/it/comunicazione/notizie/la-legge-costituzionale-sulla-tutela-dell-ambiente/> (Feb. 2023)

1.3. Environmental Impact of Food

Every human activity produces an impact on the planet to a greater or lesser extent. It is fairly difficult, almost impossible, not to do it. Since the human species started inhabiting this Earth, we have slowly and gradually lost what we call “Nature”, due to our need to adapt and reshape the planet according to what we think will improve our life quality in some way. The current geologic era⁶ is indeed referred to as *Anthropocene* – a term deriving from “*anthropos*”, the Greek word for “man”, coined in 2000 by Nobel Prize Paul J. Crutzen⁷ – an era which ideally started in 1950 with the Great Acceleration, marked by the dramatic increase in human activity.⁸ Indeed, this term aims to indicate that all the reshaping Earth has undergone since that time are due to human presence. Suffice it to know that human population has gone up from 1.6 billion in year 1900 to 8 billion in year 2023⁹, a 500% increase in just over a century, a drop in the ocean of human history on Earth.

1.3.1. Emissions

The impact of human activity is calculated considering the so-called *carbon footprint*, i.e. the total amount of greenhouse gases (including dioxide and methane) that human activity generates.¹⁰ It is no news that the lifestyle of first-world inhabitants is devastating for the planet, and does not go *pari passu* with its *biocapacity*, i.e. its ability to create resources and regenerate them to provide ideal ecosystems for us to live in. Every year, people around the world exploit an average of over 60% of these resources extra, as if we lived on 1.75 planets Earth.¹¹ Italy alone exploits the equivalent of 2.7 planets Earth, ranking 50th out of all 193 world countries.¹²

⁶ The current official geologic era is Holocene, which began 11,700 years ago. Anthropocene is considered, by now, an unofficial geologic era.

⁷ https://www.treccani.it/vocabolario/antropocene_%28Neologismi%29/ (Jan. 2023)

⁸ <https://education.nationalgeographic.org/resource/anthropocene> (Jan. 2023)

⁹ <https://www.iltascabile.com/scienze/siamo-troppe/> (Jan. 2023)

¹⁰ <https://www.nature.org/en-us/get-involved/how-to-help/carbon-footprint-calculator/> (Jan. 2023)

¹¹ Each data is calculated as if each Country lived like U.S.A. residents.

¹² <https://www.overshootday.org/newsroom/country-overshoot-days/> (Jan. 2023)

According to the World Resources Institute (WRI), the second most emitting sector in the world is the Agricultural, Forestry and Land Use sector, with 18.4% of emission, almost totally linked to animal protein production. (Figure 3).¹³

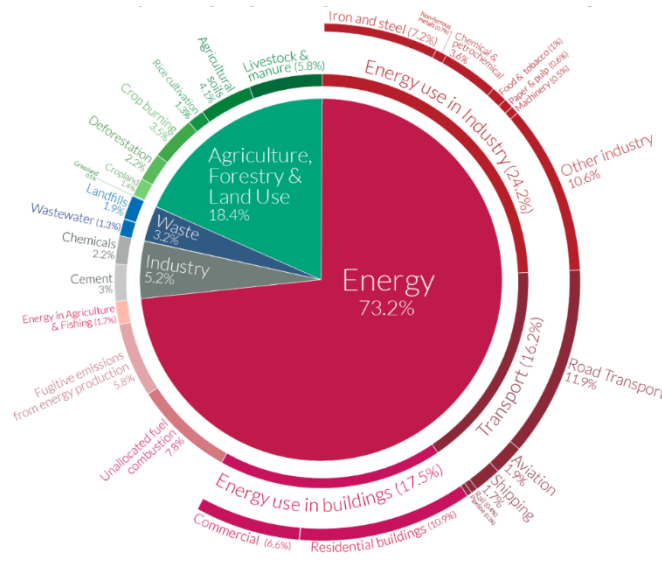


Figure 3: Global greenhouse gas emissions by sector. Source: WRI. Graph: Our World in Data

The Food and Agriculture Organization of the United Nation (FAO) estimates that animal agriculture alone is responsible for 14.5% of total emissions.¹⁴ The emissions generated from the whole farming sector need to be calculated by taking into account not only what is produced directly by farming animals (i.e. the methane produced by their digestive system and the nitrate that leach into water when the manure is poured on the land), but also the deforestation that animal agriculture causes and the huge amount of land it requires.

1.3.2. Land Use and World Hunger Issue

Livestock’s feed production and grazing land alone takes up 77% of the Planet’s total agricultural land¹⁵ (Figure 4)

¹³ <https://ourworldindata.org/emissions-by-sector> (Jan. 2023)
¹⁴ <https://www.fao.org/news/story/en/item/197608/icode/> (Jan. 2023)
¹⁵ <https://ourworldindata.org/agricultural-land-by-global-diets> (Jan. 2023)

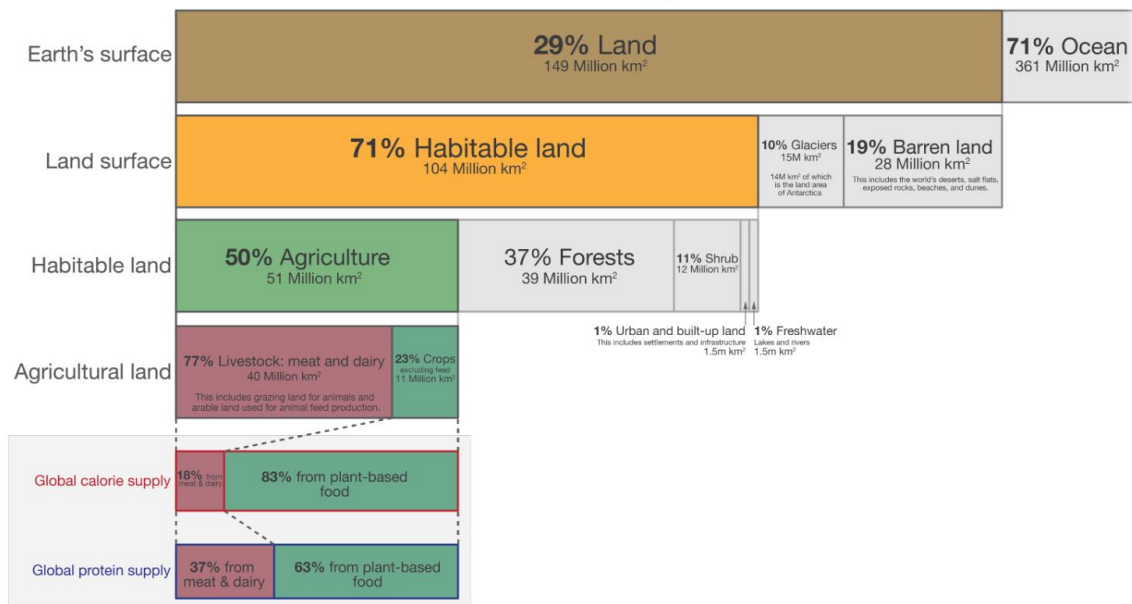


Figure 4: Global land use for food production. Source: FAO. Graph: Our World in Data

As it emerges from this graph, from that huge 77% of agricultural land destined to livestock feed production, we ultimately gain just 18% of our global calorie supply and 37% of our global protein supply; the rest of our recommended caloric and protein intake comes from plant-based foods. This is a clear index of the inefficiency – in terms of land use – of having the animals eating protein from plants first, and then us eating the animals to get to those proteins. If the same amount of land was used to make food for human’s direct consumption, the world hunger issue could most likely be solved.

1.3.3. Deforestation and Endangered Wildlife

Red meat is today the food with the highest environmental impact, as well as being the leading cause of deforestation in the world; 80% of deforestation going on in the Amazon rainforest in Brazil (of which 98% of fires is estimated to be illegally set by farming companies) is caused to make room for factory farming or fields for animal food production. A 20% increase in deforestation was registered just in year 2021, when around 4,536 hectares (45 km²) were burnt per day, corresponding to 189 hectares (2 km²) per hour.¹⁶ Today, the Amazon rainforest – the so-called “lung of the Planet” – covers an

¹⁶ <https://mapbiomas.org/en/deforestation-in-2021-increased-by-20--with-growth-in-all-biomes-1> (Jan. 2023)

area of 6 million square kilometers and hosts million species of insects, plants, birds and other forms of life still unrecorded by science.¹⁷ The consequences of losing it completely will be devastating for human life as a whole, since not only is deforestation consequentially linked to a gradual reduction of the Earth capacity of storing carbon dioxide through trees, contributing to the gradual increase in temperatures, but to a dreadful biodiversity loss. Human species represent just 0.01% of life on earth in terms of biomass (*Figure 5*), yet we have managed to lose 83% of wild mammals, 80% of marine mammals, 50% of plants and 15% of fish¹⁸ since the rise of human civilization and the beginning of agriculture. The most of this process happened around sixty years ago, with the beginning of industrial activities. As for birds, 70% of total birds on Earth is livestock and just 30% is wild birds; as for mammals, the proportion is even worse, with 36% humans, 60% livestock and just 4% wild mammals.¹⁹ Leaving humans out of the proportion, 83% of terrestrial non-human animals today is livestock. These data show how small mankind is compared to the rest of Nature, yet how big, predominant, and destructive is its control over all forms of life.

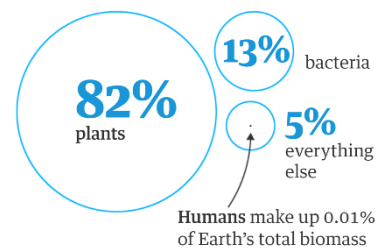


Figure 5: The total biomass of life on Earth.
Graph: The Guardian

1.3.4. Water

Water is a crucial element for agriculture food production as well; during the last century, irrigation played an important role in increasing and stabilizing crop yields leading to significant improvements in food security and nutrition in many countries. According to the Organization for Economic Co-operation and Development (OECD), approximately 70% of global freshwater withdrawal is used in agriculture in a year and 20% of blue water is used just for feed and livestock production alone (Gerber et al. 2011).

¹⁷ <https://www.britannica.com/place/Amazon-Rainforest> (Jan. 2023)

¹⁸ <https://www.foodsecuritycenter.org/and-this-is-how-0-01-percent-of-humans-destroys-83-percent-of-wildlife/> (Jan. 2023)

¹⁹ <https://www.wwf.it/area-stampa/report-wwf-un-pianeta-allevato/> (Jan. 2023)

	Litre per kilogram
Sugar crops	197
Vegetables	322
Starchy roots	387
Fruits	962
Cereals	1644
Oil crops	2364
Pulses	4055
Nuts	9063
Milk	1020
Eggs	3265
Chicken meat	4325
Butter	5553
Pig meat	5988
Sheep/goat meat	8763
Bovine meat	15415

Figure 6: Water used for food
Source: The Water Footprint Network

The Water Footprint Network shows the water use of the most common Western foods, expressed in liter per kilogram (*Figure 6*). Beef is again the most inefficient; one beef steak takes approximately 2550 liters of water to be produced, 2500 a beef hamburger, 200 a glass of milk and 200 an egg.²⁰ In this regard, *MILKED* raises an interesting question: if 200 liters of water are required to produce a glass of milk, we should consider that 80%²¹ of that milk is itself water, without any economic value, nor nutrients. These conversions turn up to be highly inefficient in this sense, considering that the same water could be used to grow crops, more dense in nutrients and destined to more people.

Another huge issue that links animal agriculture to water is the contamination from nitrate, which is also one of the main problems risen in the documentary. In one document published in 2017 about nitrate in drinking-water, the World Health Organization (WHO) states that the main factors responsible for the progressive increase in nitrate levels in groundwater supplies over the last two decades is to be ascribed to the increasing use of artificial fertilizers and the disposal of wastes from animal farming. The safe limit for nitrate in drinking water, according to WHO, is set to 3mg/L, but when grazing cows are allowed on rivers banks and lake areas, nitrate concentration can easily reach 700 mg/L.²² Nitrate contamination is particularly dangerous for pregnant mothers, who are advised by health officials in many areas to get their drinking water tested for fear that it would cause Blue Baby Syndrome to the fetus.²³

1.3.5. Extensive vs. Factory Farming

Factory (or intensive) farming is the predominant type of animal farming in industrialized agricultural systems, whose aim is to maximize production while minimizing costs. It consists in a large number of animals forced on relatively little space, where they have no opportunity to express natural behavior or even see daylight. Instead of grazing and

²⁰ <https://www.watercalculator.org/footprint/what-is-the-water-footprint-of/> (Jan. 2023)

²¹ <https://www.parmalat.it/magazine/latte/le-proprieta-del-latte/> (Jan. 2023)

²² https://cdn.who.int/media/docs/default-source/wash-documents/wash-chemicals/nitrate-nitrite-background-jan17.pdf?sfvrsn=1c1e1502_4 (Jan. 2023)

²³ <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC1638204/> (Jan. 2023)

gathering their own food, the animals have food brought to them through the so-called CAFOs (Concentrated Animal Feeding Operations).²⁴ Scarce hygienic conditions, proliferating bacteria and no contact with the natural environment make the use of antibiotics necessary in order not to make animals ill and make the system economically profitable, as well as vitamin B12 supplements.²⁵ According to ISTAT data – collected in the report “2010-2019, Dieci Anni di Zootecnia in Italia” – 93.3% of beef, 99.3% of pigs, and 99.8% of chickens farms in Italy belong to the factory farming system.²⁶

The extensive organic farming system is instead characterized by more space for the animals to live, resulting in relatively better life conditions. The animals belonging to this system provide for their nutrition by themselves, thus are less vulnerable to illness and infections and are usually not treated with medicines.

Everyone agrees that factory animal farming is not something to praise, and most people tend to pin all the blame on it alone, while supporting small, local and organic realities instead. Indeed, it is common belief that extensive farming is better than factory farming from any point of view and should ideally be the productive model to support for a more sustainable future. But the EU imposes strict requirements on farms in order to be considered organic: first of all, the space. While in factory farms animals have no more space available than that occupied by their own bodies, in organic factories the space dedicated to each animal increases between 300 and 1,000 times, according to each species. Today Italian animal farms occupy about 100,000 hectares (1,000 km²) of the national land (corresponding to half of the Valle d’Aosta region); if all the production was ideally converted into extensive organic farming, the land occupied by Italian farms would be equal to 5 million hectares (50,000 km²), an area corresponding to the whole Lombardy and Piedmont regions, mountains and lakes included.²⁷ At the same time, it would be very difficult to control and limit nitrogen water contamination deriving from the animals’ manure, as well as their consistent emission of methane.

²⁴ <https://ffacoalition.org/articles/intensive-agriculture/#:~:text=Intensive%20farming%20focuses%20on%20investing,quantities%20of%20labor%20and%20resources.> (Jan. 2023)

²⁵ <https://pubmed.ncbi.nlm.nih.gov/5887028/> (Jan. 2023)

²⁶ https://www.essereanimali.org/wp-content/uploads/2020/05/report-10-anni-zootecnia-italia_essereanimali.pdf (Jan. 2023)

²⁷ <https://www.essereanimali.org/2019/07/allevamenti-biologici-non-sono-sostenibili/> (Jan. 2023)

The factory farming system was born to respond to an increasing demand of animal products. At the current rates of meat and animal products consumption, the extensive organic farming – now limited to a niche of consumers – can not be taken into consideration as a sustainable alternative for the future. Indeed, over the last sixty years, the global demand for meat

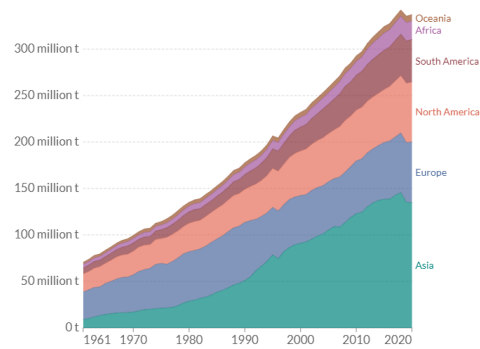


Figure 7: Global meat production, 1961 to 2020. Source: FAO. Graph: Our World in data.

has dramatically increased, as a consequence of the increasing human population and its welfare (Figure 7). The annual report of the Intergovernmental Panel on Climate Change (IPCC), published in 2022, affirms that, if all human beings ideally managed to detach completely from animal agriculture and all its consequences, we could save at least 21% of total greenhouse gasses emissions on the Planet.²⁸

1.4. Health

The debate is often vibrant among the public opinion when it comes to the feasibility of a plant-based diet²⁹ under a medical point of view. This is mainly due to some deeply entrenched biases that are obviously generated by the disruption that this type of diet seems to bring to one’s eating habits, which are often in contradiction to what we’ve assimilated through society as far as nutrition is concerned. Indeed, as it also emerged from the survey, Italians’ major concerns about the adoption of a plant-based diet is undoubtedly those linked to a deterioration of health.

1.4.1. The Mediterranean Diet

It is fairly curious that Italians are not the biggest supporters of a plant-based diet, since our territory is historically one of the cradles of this type of nutrition; if we look at the Mediterranean diet – which is recognized worldwide as one of the healthiest diet models, secret of wellbeing and longevity for the population that adopted it in the past – it is

²⁸ <https://www.ipcc.ch/report/ar6/wg2/> (Jan. 2023)

²⁹ The term “plant-based” is to be preferred rather than “vegan” when referring exclusively to the diet, since the latter is a more complex term which often gathers a set of attitudes and beliefs, not just what the person eats.

almost exclusively based on plant-based foods, belonging to five main nutritional groups: cereals, legumes, vegetables, fruits, and nuts & seeds.

According to the Italian Mediterranean Diet Foundation, this diet dates back to the end of the High Middle ages – around year 1000 d.C. – but was influenced by the old Roman-Greek civilization, that thrived on a mainly plant-based diet, while practicing also a modest sheep and goat pasture, and resisted to the contamination with the Barbarian model diet – higher in meat and animal fat consumption – during Barbarian Invasions. The hybridization between the two diets happened more easily in the North part of Italy, but not as easily in the South, where farmers were hostile to the barbaric invasion and stuck to their typical crops. This model diet consolidated over the centuries, until the economic boom in the 50s, which led people to consume more frequently foods that had always been exceptions in their diet. But not all communities were affected the same way by this changing; for example, Solfrizzi et al (1999)³⁰ focused on the eating habits of a community in the Puglia region to analyze the relationship between diet and age-related cognitive decline, and found out that proteins (15%) were almost exclusively taken from plant-based sources, such as legumes and cereals. Just a very limited amount of protein came from fish and meat – respectively observed in people from the coastline and from the hinterland – and dairy. Carbs constituted 50% of the dietary intake, lipids 30% –

almost exclusively taken from extra virgin olive oil – while alcohol 5%.³¹

The model of the Mediterranean diet – as affirmed by UNESCO – should not only be referred to as a diet, but as a lifestyle³²; indeed, it goes beyond the mere concept of nutrition, embracing cultural and social values, as well as economic and environmental aspects, that make this diet sustainable all-round. (Figure 10).



Figure 10: The Food Pyramid
Source: Mediterranean Diet Foundation

³⁰ <https://n.neurology.org/content/52/8/1563.short> (Jan. 2023)

³¹ <https://www.fondazioneidietamediterranea.it/dieta/la-storia/> (Jan. 2023)

³² https://www.obesityday.org/usr_files/biblioteca/Carta_valori_dieta_mediterranea.pdf (Feb. 2023)

1.4.2. Veganism in Scientific Literature³³

Most misconceptions on the feasibility of a plant-based diet under a medical point of view are fomented by the portrait which is often taken of veganism in sensational articles on the media, that strongly influence people's opinion over a topic, especially when it is already very delicate. As a consequence, veganism is often confused by the general public with currents such as fruitarianism, rawism, macrobiotics, hygienism, etc., i.e. all plant-based diets essentially based on philosophies rather than on science, hence not even considered in scientific literature. It is important to state that not just because a diet does not contemplate the use of animal products it automatically implies that this diet is healthy and sustainable for the body. Indeed, in order to be considered as such, the main requisite that a plant-based diet should have is to be well-planned and balanced, by including each of the five main nutritional groups found at the base of the Mediterranean pyramid – the five main nutritional groups: cereals, legumes, fruit, vegetables, and nuts & seeds – and vitamin B12 supplements.³⁴

There are many scientific studies that in recent years focused on the characteristics of a well-balanced plant-based diet, as well as its application and benefits under a medical point of view. All the position papers that will be cited further on in the work are published on *Pubmed.gov*, the National Library of Medicine, which stores all the peer reviewed scientific articles published in the past decades. Among these positions, stands out the world's biggest nutritional academy, the Academy of Nutrition and Dietetics, which states that:

“appropriately planned vegetarian, including vegan, diets are healthful, nutritionally adequate, and may provide health benefits for the prevention and treatment of certain diseases. These diets are appropriate for all stages of the life cycle, including pregnancy, lactation, infancy, childhood, adolescence, older adulthood, and for athletes”. (Melina et al. 2016)

Even the national counterpart, the Italian Society of Human Nutrition (SINU) – the one responsible for setting the Dietary Reference Intake in Italy – states that: “[...] a

³³ The present work is not in any way meant to be a replacement of a clinical consultation with competent health professionals, especially in cases of specific pathologies.

³⁴ <https://pubmed.ncbi.nlm.nih.gov/29170002/> (Jan. 2023)

vegetarian³⁵ diet that includes a wide range of plant-based products brings an adequate nutrient intake in all phases of the life cycle”. (translated from Sieri et al. 2018).³⁶

Not only is veganism well-accepted by science, but even encouraged for the prevention and treatment of some pathologies that most affect today’s society, such as obesity, type 2 diabetes, hypertension, hypercholesterolemia, ischemic cardiomyopathy and cancer. According to WHO, obesity has nearly tripled since 1975,³⁷ and Type 2 Diabetes quadrupled since 1980.³⁸ These two diseases are closely related with our deteriorating eating habits, and in particular with the intake of saturated fat, which are almost absent from a plant-based diet (Kahleova et al. 2019). The same can be said for high blood pressure (Yokoyama et al. 2014) and hypercholesterolemia (Bradbury et al. 2014) – which are respectively the 3rd and the 5th risk factor for strokes in Italy;³⁹ in particular, a plant-based diet does not contain LDL cholesterol at all, and it protects from the rise of ischemic cardiomyopathy more than any other diet (Crowe et al. 2013).

As far as cancer is concerned, up to this date, there is no scientific evidence that a plant-based diet could cure cancer, but it has been evidenced that a plant-based diet can reduce the probability to develop any type of cancer up to 20% over a lifetime (Dinu et al. 2017), since it excludes foods like red and processed meat – labeled as type 1 carcinogens by WHO⁴⁰ – while allowing the highest density of anti-tumoral substances daily.

To conclude, Agnoli et al. (2017) in the medical journal of Nutrition, Metabolism & Cardiovascular Disease, raise a crucial question that also emerged after analyzing the survey’s data, i.e. that *“Government agencies and health/nutrition organizations should provide more educational resources to help Italians consume nutritionally adequate vegetarian diets.”*

³⁵ In medical-scientific papers, the term “vegetarian” is often used to include in the same group both a diet without meat and fish and a diet without any animal product. In this work – apart from quotes – the term “vegetarian” won’t be used in this sense to avoid misunderstandings.

³⁶ <https://sinu.it/wp-content/uploads/2019/06/documento-diete-veg-esteso-finale-2018.pdf> (Jan. 2023)

³⁷ <https://www.who.int/news-room/fact-sheets/detail/obesity-and-overweight> (Jan. 2023)

³⁸ https://www.who.int/health-topics/diabetes#tab=tab_1 (Jan. 2023)

³⁹ <https://ourworldindata.org/grapher/disease-burden-by-risk-factor?country=~ITA> (Jan. 2023)

⁴⁰ <https://www.who.int/news-room/questions-and-answers/item/cancer-carcinogenicity-of-the-consumption-of-red-meat-and-processed-meat> (Jan 2023)

CHAPTER 2

MILKED – WHITE LIES IN DAIRY LAND (2021)



MILKED movie poster from WaterBear

Introduction to the Chapter

The present Chapter aims to outline the main features of the documentary *MILKED*, whose translation EN > IT is an integral part of the present work and will be discussed in the following Chapter. The themes that will be analyzed further on were chosen as they are the most relevant in a translation perspective and help identify potential problems that may occur in translation, as well as delicate questions that should be taken into consideration while delivering a message to another culture.

After a first Section providing a general description of the documentary, the second one is dedicated to the postcolonial theme, very present in the documentary and important to consider in a translation perspective. The third and last Section draws a comparison between *MILKED* and the three most authoritative documentaries on food related sustainability; this is essential in order to understand which are the elements that they all share, that make these products incredibly effective and are the secrets of their success worldwide.

2.1 The Documentary

MILKED - White Lies in Dairy Land is a topical feature documentary that exposes the harm the dairy industry is causing to New Zealand and to the planet as a whole. Young activist Chris Huriwai – co-producer and narrating voice of the film – travels around the country aiming to deconstruct the myth of New Zealand dairy industry, one of the biggest prides worldwide, just as one of the biggest threats. Featuring interviews with high-profile contributors such as Dr. Jane Goodall and other scientists, activists, politicians, health professionals, farmers and entrepreneurs, *MILKED* goes deep into the topic of food sustainability all-round, analyzing it from several perspectives: from the more immediate triad *environment-health-ethic*, to the social, professional and financial aspects of the issue, most times left behind. The documentary lasts 89.21 minutes and it is ideally divided into five chapters: Chapter One focused on the environment (28.39 min.), Chapter Two on health (9.34 min.), Chapter Three on economy (7.47 min.), Chapter Four on animal welfare (11.00 min.) and the last one, Chapter Five (21.37 min.), dedicated to the solution the documentary provides to change our faith: going plant-based⁴¹.

MILKED is directed and produced by Ahimsa Films in the person of Amy Taylor, co-produced by Chris Huriwai and executive-produced by Keegan Khun, Suzy Amis Cameron, Peter Eastwood, Moby, Jaine & Sailesh Rao and Jérôme Boudot. *MILKED* premiered at the New Zealand Film Festival with a series of screenings in November 2021 and was officially released in March 18th, 2022 on WaterBear⁴², a free streaming platform which educates about the environment and climate change through short films, stories and feature documentaries. It is subtitled into eleven languages: English, French, Spanish, Portuguese, Dutch, Czech, Hungarian, Arabic, Chinese, Vietnamese and Hindi. Since its very first release, the documentary has already won several awards, such as the Award of Excellence for the Woman Filmmaker and the Best of Show at the Impact Docs Awards 2022, the Best of Show and the Grand Prix Humanitarian Award at IndieFEST Film Awards 2021 and the Gold Award at the Spotlight Documentary Film Award 2022.

⁴¹ https://milked.film/uploads/websites/3339/files/MILKED_Education_Guide-630e7949b7461.pdf (Dec. 2022)

⁴² <https://www.greenmatters.com/p/milked-documentary> (Dec. 2022)

The documentary is marked as PG (Parental Guidance) on the official streaming platform, WaterBear; hence, a potential target could be identified in the population between 14 and 65 years of age, with parental guidance recommended for under 18s. Despite the topic being explained very clearly, it implies the use of technical terms and concepts that may be considered obscure by a too young target and may obstacle the full fruition of the product. Furthermore, some scenes and witnesses of animal abuse can be hard to process for a sensible audience like kids. At the same time, a potential maximum age limit is due to the fact that web streaming platforms are not commonly used by all population ranges; according to The Guardian, people aged 65+ tend to stick to traditional broadcast TV, dedicating about a third of their waking day to this activity, compared to the 18 to 24-year-olds, who rely on online streaming platform in 90% of cases⁴³.

2.2 The Postcolonial Perspective

There is a very strong postcolonial perspective emerging from this documentary. Lots of references are made to the precolonial period, ascribing the British colonists' arrival in 1769 as the core of the problems the film deals with, both overtly and with slight illusions. The dairy cow is not native to New Zealand. Prior to the arrival of British settlers, the indigenous Māori population thrived on a diet excluding any dairy products. The introduction by the Europeans of cows as means to produce food rapidly changed the diet of the indigenous people, as well as their landscape, their economy, and their health. When the so-called "white gold rush" hit, the Māori farmers were prompted to give up the traditional sheep pastures to replace it with the more profitable dairy cows, resulting in an enormous increase in the dairy herd size⁴⁴. Today, New Zealand is the world's biggest exporter of milk and dairy products, with a 95% export of its total production.⁴⁵

2.2.1 Typical Postcolonial Themes

One of the features which is most widely shown in the film, is the wistful representation of how the land and the life of Māori used to be back in the days, in contrast with how it

⁴³ <https://www.theguardian.com/tv-and-radio/2022/aug/17/younger-viewers-shun-traditional-tv-channels-as-90-opt-for-streaming-services> (Dec. 2022)

⁴⁴ https://milked.film/uploads/websites/3339/files/MILKED_Education_Guide-630e7949b7461.pdf (Dec. 2022)

⁴⁵ <https://www.fao.org/3/cb4230en/cb4230en.pdf> (Dec. 2022)

is at the present time. This is a very common feature in postcolonial literature as well – especially from African former colonies and Caribbean islands – where the stories told in novels have a strong mark of the author’s past; the most common themes are forced separation from their homeland, slavery, deportation, dissociation and alienation from their past and cultural uprooting in their own motherland. This documentary treasures this postcolonial energy and tells about the direct outcome of an intruding colonization process who has been forced on the Māori people, changed the characteristics of their land and polluted their sacred water. The documentary introduces the stories of many different people, whose contribution makes this product look extremely authentic and helps the listener sympathize with the characters and their story

2.2.2 The Postcolonial Language and the Question of Pidgin in New Zealand

In postcolonial literature, language plays a leading role. The *Pidgin* language – initially developed in most colonies for a concrete communicative intent and negatively referred to as “broken English” by British colonizers in the 17th century – has been the tool postcolonial authors have used in order to both mark the difference between them and the colonizer and, at the same time, take possession of its language to tell *their* story, in a never-ending tension.

Whether a New Zealand form of Pidgin developed from the contact between Māori and British language, there are conflicting opinions and very few studies. According to Baker (1941:73),

“[...] this sort of speech (ndr. a Pidgin) has never had currency in New Zealand. [...] Since the Maori has been quick to master the complications of English syntax, he has rarely had to adopt the circumlocution of Pidgin to make himself understood”.

But more recent studies disagree, as in the case of Clark (1990:97), who affirms that Baker is “*anxious to minimize the presence of Pidgin in New Zealand*” and, in particular,

“an examination of accounts of Maori-European contact in late eighteenth and early nineteenth century shows that the speech [...] was not some brief and local aberration, but part of a general pattern of language use, involving pidginized varieties of both English and Maori”.

She concludes that, even though we tend not to refer to this early contact language as Pidgin, this “*dialect*” or “*jargon*” is undoubtedly present in New Zealand, as well as very stigmatized by contemporary authors, who often try to deny its existence (Clark 1990:110). But Māori English, despite not being spoken by every New Zealander, is today the fastest growing of the main varieties of New Zealand English (Maclagan, King, Gillon 2008).

2.2.3 Māori Influence in *MILKED*

Despite English being the official language in New Zealand – as well as the language spoken in the documentary – the wistfulness for the precolonial period and the deep sense of belonging Māori have to their land is not only showed by what the characters tell, but in their word use as well. Language is a precious tool they own to help themselves convey their message.



Chris in one scene from *MILKED* (min. 34.30)

Especially Chris, protagonist and narrating voice, often makes use of Māori words, even though the correspondent English words are better known and widely used. Just to provide an example, the very first word pronounced by Chris-narrator⁴⁶ is *kia ora*, a Māori form of greeting and wishing good life and health⁴⁷. It has entered the New Zealand English and it is now used in informal occasion of everyday life. This first word gives an immediate insight into the authors’ stand, which is corroborated throughout the film.

Another case – as well as the most evident – is presented by the word *Aotearoa* – the Māori word for “New Zealand” – especially used by Chris-narrator throughout the whole film, but also found once in another character’s line and in the official name of New Zealand’s national environmental report. The word “New Zealand” is mainly used by Chris-character and only in more formal contexts, or right after the word *Aotearoa*, to add further clarification – for example when he pronounces the Māori word for the first time.

⁴⁶ From this point on, when talking about language use, Chris will be referred to as ‘Chris-character’ and ‘Chris-narrator’, in order to distinguish his two main roles. Despite being considered as one single character in the English subtitles, the two roles are fairly different and need to be analyzed separately.

⁴⁷ <https://www.newzealand.com/int/feature/maori-language/> (Dec. 2022)

In the first chapter, while telling how water is important for the Māori culture, Chris-narrator mentions the *Te Ao Māori*, the Māori world, in which water is considered a sacred element. Indeed, in 2017, New Zealand passed a groundbreaking law granting to the Whanganui River the exact same status as a person. The law declares that the river is a living whole, from the mountains to the sea, incorporating all its physical and metaphysical elements⁴⁸.

Clearly, this is part of those expedient which help the spectator understand how deep the question is for New Zealand, so that he can start looking at the problem with a cultural point of view and make it his own. This represents a delicate question that needs to be taken into consideration while translating.

2.3 Style and Techniques

In her paper, *The New Storytellers: Documentary Filmmaking in the 21st Century*, M. B. Stogner writes:

“How we create and distribute nonfiction film is substantially changing, not only how we tell stories but also who is telling them, who is watching them, and who is participating in them. [...] But we know, fundamentally, a story that touches the human heart and soul will have the greatest impact and endure over time”.

DEFINING 21 st CENTURY STORYTELLING	
THEN	NOW
Expert-centric	User-centric
Top-down	Distributed
Passive	Participatory
Observational	Interactive/Experiential
On-site	Off-site/Mobile
Local	Global
Individual	Social
Serious (education)	Playful (edutainment)
Text	Visual
Linear	Non-chronological
Continuous	Fragmented
Real-time	Asynchronous
Directional	Immersive

Comparison table of storytelling then and now, from Stogner’s paper

The 21st century is showing a major technological evolution as far as filmmaking practices are concerned. We have entered an age in which social media and booming streaming platforms are paving the way for an interactive and immersive type of non-fictional products. Some of the classical features of the documentary style adopted so far are gradually changing; the authorial voice, the first-person narrative, the essayistic approach and the passive screen-based experience are radically shifting to collective and interactive documentary storytelling, with a global engagement and a “call-to-actions” approach.

⁴⁸ <https://www.usnews.com/news/world/articles/2022-08-15/new-zealand-rivers-personhood-status-offers-hope-to-maori> (Dec. 2022)

In particular, new technologies, as well as new awareness and needs, completely transformed documentaries nowadays. The “impact producer” – as Stogner calls it – is the one who understood the potential of the documentary as mean of communication and turned it into an instrument of social justice, more and more focused on ethical issues of critical public importance – the environment among all. The ingredients for such product are deep human stories, an engaging and participative journey, proven by scientific evidences and witnesses that drives public debate, promotes solutions and leads to actions⁴⁹.

These, along with other peculiar features and techniques, can be found in other three and most famous American documentaries on food-related sustainability available on the internet⁵⁰: the trailblazer in this topic *Cowspiracy* (2014) and its sequel *What the Health* (2017), both by Keegan Khun⁵¹ and Kip Andersen, and the youngest but already well-known *Seaspiracy* (2021) by Kip Andersen and Ali Tabrizi.

This Section is dedicated to analyzing the features all these products share, which are the key of their success worldwide, and clearly influenced the producers of *MILKED*. Moreover, a thorough analysis on the characters’ attitude and language is really worth carrying out in a translation perspective. Indeed, knowing how to translate in the more effective way characters’ emotions in products like these – which make of sympathy a key strategy, as it will be explained in detail in Chapter 3 – plays a crucial role in conveying the producers’ intention into a foreign language and culture.

2.3.1 The Average Guy, the Turning Point in Life and the Journey on Solutions

The protagonist and narrating voice in all these products is an average young man – or, at least, he wants to be seen as such – casually dressed and with friendly manners. In the case of *MILKED*, for example, Chris Huriwai is a New Zealander professional unicyclist and animal right activist⁵².

All films start with the protagonist-narrator talking briefly about himself and his life, focusing on his relationship with nature/health/ecology⁵³ while growing up. But the

⁴⁹ https://www.cilect.org/gallery/know/31/doc/The_New_Storytellers_-_Documentary_Filmmaking_in_the_21st_Century.pdf (Dec. 2022)

⁵⁰ The rights of the three documentaries are owned by Netflix.

⁵¹ We find Keegan Khun as one of the Executive Producers in *MILKED* as well.

⁵² <https://www.youtube.com/@ChrisHuriwai/about> (Dec. 2022)

⁵³ Depending on which perspective that documentary intends to investigate food-sustainability from.

pleasant narration is at some point sharply interrupted by a “turning point”, marked by the discovery of something that the protagonist did not know before that changed his way of looking at that topic. This is the driving force that pushes the protagonist to make further investigations on the topic, i.e. actually the core of the documentary.

This technique is effective because it makes the spectator feel accompanied during the awareness journey, step by step, from debunking the most common myths to exposing an entire system. The research process is carried out entirely in front of the eyes of the spectator, with both home research – where every study and website consulted is cited by the narrator and can easily be found online – and interviews to specialists. This figure clashes with the classical “truth-holder” speaker who detachedly provides knowledge to the spectator, who, in turn, does not think about questioning whether that information is true nor where it comes from.

2.3.2. The Plurality of Voices

One peculiarity of the documentary style used in these four cases lies in the braid of different voices and styles involved. Everyone can tell his own story according to his own perspective, regardless of whether he is a farmer or the sales manager of the country’s biggest company. This is particularly true in the case of *MILKED*, where the story, despite being about the impact dairy is having on a global scale, is always told with a very local eye. People with any register, accent and background add their piece to the puzzle of what dairy means to New Zealand. Again, we do not find the classical 1:1 relationship speaker-spectator, which is one of the main reasons why this communication mode based on transparency manages to have this effect on the public.

2.3.3 The “*Cornered-man*” Technique

Another peculiar feature that all four documentaries share is what we could refer to as the “*cornered-man*” technique.

After finding any burning news during his web research, the protagonist immediately checks on the websites of the main environmental associations or the big industries involved to see whether they mentioned something about it. Not finding anything most times, he realizes that there could be profit in it. He then starts to contact those associations and industries, asking them if they would agree to be part of a documentary

about sustainability at large. Of course, all this happens in front of the camera, so that the spectator can follow every step of the investigation. These associations and industries, which brag about taking great care of the environment on their media, have very few options at this point. Declining would mean having something to hide from the public eye, but at the same time they may feel unsure about exposing themselves up to that point.

When one of their spokesmen agrees to the interview, the interviewer goes straight to the point with a series of provoking questions, and the skilled spokesman finds himself with his back against the wall. In very few cases the spokesmen manage to hold the conversation by skillfully denying the truth, but in most cases their reaction suddenly shift from very high self-confidence and control over the topic to visible anxiety, nervous laughter, angry requests to turn the camera off or desperate excuses to end the conversation. The producers of these documentaries capitalized a lot on this technique, aware that, in cases where a financial interest is at stake, silence from major stakeholders is more eloquent than words.



A rep for the South Island Dairying Development Centre in one scene from MILKED (min. 15.19)

This also happens on the phone, which is undoubtedly a safer zone for the spokesman, who manages to have control over the conversation and can end the pain at any moment by simply hanging up. This is recurring in *MILKED*, where the producers never succeed in having Fonterra – New Zealand’s biggest dairy company – in front of the camera, but they attempt many times on the phone. Nevertheless, the technique works equally well. This attitude is, of course, the producers’ major driving force to discover what Fonterra is hiding, adding a veil of suspense to the whole film, which perfectly contributes to the producers’ purpose.

2.3.4 The Fear of Reprisal

Among the people interviewed in all these four documentaries, an important role is played by those who, at some point, warn the producers about potential consequences they may have in the future after revealing inconvenient truths and exposing powerful companies and systems.

These people – mostly reporters or activists – are invited on camera to tell their story of death threats from industries after releasing some shocking or disturbing reports or provocations that put those industries in the eye of the storm. The warnings of these people, who had seen their life ruined for telling the truth, instill in the protagonist the fear of some reprisal that may jeopardize his life. The protagonist, overwhelmed by what he has learnt so far in the journey and afraid of the consequences of his actions, questions whether the documentary is worth carrying out.

In *MILKED*, one of the two people invited to bear witness about this delicate argument is the producer of *Cowspiracy*, Kegan Khun. He explains that this is a normal part of the journey when you go against the most powerful industries, but the fear of reprisal can not outweigh the fear of not acting, if you are aware of the importance of what you are doing. After some reasonings, the protagonist convinces himself that he has to continue with the documentary if he wants to be part of the change he desperately wants to see, in spite of the consequences.

Again, the producers of these documentaries made a really clever use of this sympathy-based strategy, that makes the public realize that these powerful companies are ready to do whatever is in their power to stop someone who is trying to disrupt their business.

2.3.5. The Solution

Each of these documentaries talks about food-related sustainability from a different perspective; the trailblazer *Cowspiracy* focuses on the environmental problems linked to animal agriculture and how the world's main environmental organizations are too afraid to talk about it⁵⁴. Its follow-up, *What the Health*, focuses on the corruption in government and big businesses which are interested in keeping people sick while costing them trillions of healthcare dollars⁵⁵. *Seaspiracy* – whose title is clearly a calque of the witty pun used by its predecessor – is more specific on fisheries and talks about the importance of preserving ocean life and habitat to save all life on the planet, a link which is not often immediate nor easy to process.

⁵⁴ <https://www.cowspiracy.com/about> (Dec. 2022)

⁵⁵ <https://www.whatthehealthfilm.com/> (Dec. 2022)



From Seaspiracy official website

MILKED for its part, being about animal agriculture, is more similar to the first two products and looks at the topic from both perspectives, also adding new ones. Despite all these different perspectives, the solution they all come to at the end is the urgent need to shift to a plant-based diet. This solution is not sudden nor decontextualized, but matured after investigations and research carried out during the journey. The aim of the documentary is not just that of providing a solution, but to help and support people in this transition.

In the case of *MILKED*, special attention is given to the delicate question of farmers; they may be afraid of this disruption, because they could perceive it as a threat for their livelihood. As for this, the documentary dedicates the last 20 minutes to sift and analyze possible alternative forms of business already undertaken by some farmers who had tried to transition out of dairy, reinventing their activities.

But, above all, the documentary itself is a call to action addressed to governments, aiming to attract their interest to the crucial question that changing in this direction is necessary, and the change needs to be faced with a top-down approach in the first instance.

CHAPTER 3

SUBTITLING A DOCUMENTARY: PROPOSED EN > IT TRANSLATION OF THE DOCUMENTARY *MILKED*

Introduction to the Chapter

Even though subtitling seems to have gained more attention in the last years – also thanks to the booming VOD platforms – studies focused on the use of subtitling strategies in specialized texts – for example, scientific text like documentaries – are almost none. As for documentaries, these products have also been positively influenced by VOD platforms, which have allowed them to gain popularity among the younger audience. But, equally to subtitling, they have been subject to very few studies within the multimedia production panorama, focusing on their narrative structures, main structural and linguistic characteristics, as well as specific aspects to consider while translating. (Ogea Pozo 2020:448).

Adding subtitles to documentaries means to further enrich with the written language the linguistic compound of an already rich audiovisual product, developing the spectator's skills at processing information through his visual-gestural channel. Subtitles are also a very meaningful learning tool for language practice, a big step towards media accessibility for the deaf and hard-of-hearing population, as well as a precious tool to communicate knowledge from one culture to another.

This Chapter aims to highlight the main technical and linguistic events that occurred in the subtitling work of the documentary *MILKED*. It starts with an overview of the structure of subtitles, followed by a description of the source language and how it was dealt with in translation, taking into account all the most peculiar linguistic phenomena. The following Section focuses on the importance of developing the feeling of sympathy in the spectator in order to take the best out of an informative product. A Section is also dedicated to understanding the importance of making an AV product accessible for deaf and hard-of-hearing people, especially through the use of music, a very significant tool to convey emotions. Eventually, a thorough analysis of the subtitling structures used in subtitling is provided, followed by a brief section dealing with some mistakes found in the English counterpart.

3.1. Italians' Use of Subtitles and Comprehension of Spoken English

With the purpose of understanding Italians' attitude towards subtitling, the survey analyzed in Chapter 1 also presented a small Section aimed to understand the use of interlingual subtitles by the Italian population, as well as their comprehension of spoken English. The sample is the same, consisting in 115 people, aged from 18 to 65.⁵⁶ The questions were the following: *1. Have you ever watched a video/film/documentary with subtitles? 2. If you did, how much did they bother you? 3. What's your comprehension of spoken English? 4. Have you ever found yourself in a situation where you were not able to enjoy a video/film/documentary in English because Italian subtitles were not provided?*

As for subtitling, the results are clear-cut: 97.4% of the participants answered that they had used subtitles at least once, and 99% claimed that they are not bothered by subtitles while watching a movie, even though 22% of them take more time to get used to it. Although these data do not lend themselves particularly to further analysis, the results are encouraging, considering the purpose of the present work, as they show a fairly large use of subtitles even in a relatively older audience.

As far as English is concerned, the results are distributed enough to be more statistically significant: 34% of Italians affirmed that they struggle a lot with the comprehension of spoken English, and 30% said that they often or constantly find themselves in situations where they are not able to enjoy English audiovisual programs due to the lack of Italian subtitles. Unsurprisingly, 90% of people aged 56-65 belong to this category, as well as 43% of those aged 46-55, 56% of those aged 36-45, 20% of those aged 26-35, and just 6% of those aged 18-25. These results are incredibly meaningful for the present analysis, since they reflect a relatively scarce comprehension of spoken English in the Italian population – not only restricted to older age-ranges – resulting in a consistent gap in media accessibility for approximately 1/3 of the hearing population when interlingual subtitles are not provided.

⁵⁶ The graph showing their age distribution is available at page 9.

3.2. MILKED: Subtitle Structure

The present Section offers a structural analysis of the Italian subtitles translated from English. The work (integrally presented in the table in Appendix at page 68) is structured into 1887 English subtitles and 1723 Italian subtitles – whose numbers are marked respectively with “e” for English and “i” for Italian.

3.2.1. Merged Subtitles

The conspicuous difference in number between the subtitles in the two languages is itself an indicator of the merging that was done in translation, both because of technical constraints of subtitling – which required the use of condensation or reduction strategies – and for the personal choice, in several occasions, of opting for a single longer subtitle rather than two or more shorter subtitles. This was the case especially in more technical parts with some data to process, when there is no actual need to split a sentence, a clause or a lexical unit, since time and space constraints would allow the translator to keep it together, or, generally, when the speaker is rather fast and makes very little use of pausing in his prosody. Two cases are provided in Example 1 (min. 8.45) and Example 2 (min 21.28).

1	179e	And each cow has the equivalent	<i>E ogni mucca produce il quantitativo di liquami di 14 persone.</i>	156i
	180e	effluent footprint of 14 people.		

2	466e	Every year in Aotearoa,	<i>Ogni anno in Aotearoa usiamo 4.8 miliardi di metri cubi d'acqua per l'industria casearia.</i>	404i
	467e	we're using 4.8 billion cubic meters of water		
	468e	for the dairy industry.		
	469e	That's 11 times the water use	<i>È 11 volte l'acqua che utilizza la popolazione del Paese.</i>	406i
	470e	of the country's human population.		

It was also observed that, in several cases, some English subtitles are extremely short, formed by two or three words with less than 10-15 characters, and stay on screen for less than 1 second; these features highly compromise their legibility, especially if the reader does not have access to the oral delivery – e.g. a deaf or hard-of-hearing person – or he is simply not used to subtitles. This was the case especially at the beginning of the narrator's lines, but it has been identified in other characters' lines as well. Two cases are provided in Example 3 (min. 28.06) and Example 4 (min 84.37).

3	615e	- In fact,	– Di fatto, quello che si osserva è che i Paesi	539i
	616e	what we see is that the countries that eat		
4	1826e	- [Chris] In 2019,	[Chris] <i>Nel 2019, alcuni autorevoli scienziati da tutto il mondo</i>	1665i
	1827e	world leading scientists from across the globe		

3.2.2. Subtitle Length and Structural Features

When possible, Italian subtitles are organized into two lines, allowing the spectator to receive the information all at once and process it according to his own reading rate; furthermore, if the second line is already on screen during the reading of the first one, the reader's mind subconsciously calibrates its reading rate according to the length of the whole subtitle, making the process automatically smoother and with less visual tension for the reader. In two-lined subtitles – when allowed by time, space and syntactic constraints – the first line is shorter than the second, so as to interfere the least with visual cues on screen. This proves to be particularly useful in scenes where meaningful visual cues are provided – e.g. graphs with data, writings, drawings, undercover footages, or any detail provided by the visual system.

Ideally, the general guidelines for splitting in subtitling would require that each subtitle and each line constituted a semantically independent unit, but this rule has obviously been impossible to follow most times, both for technical constraints of subtitling and for the nature of the product itself; indeed, subtitles in the proposed translations were generally split according to prosody – natural pauses in the speech – and length, in order to create balance between each subtitle and the following.

On average, the longer line hosts between 35 and 40 characters – which is the normal length of Italian subtitles according to the guidelines (Perego 2005) – which go up to 43 - 45 CPS in just a few cases where the sentence can not be organized differently due to time, space and syntactic constraints.

3.2.3. Italics

The most consistent use of italics has been made to distinguish the narrator's utterances from all the other characters' ones. As seen in the previous Chapter, Chris is not only the narrating voice of the whole documentary, but he is at times a normal character interacting with the people interviewed; hence, italics can be seen, in the first instance, as a necessary

tool to draw a distinction between the two roles played by the same person. This distinction between the “two Chris” is not present in the English subtitles; indeed, some dialogues may result confusing for deaf and hard-of-hearing spectators, or for hearing spectators who are not used to subtitles (Example 5, min 26.20).

5	572e	I decided the only option was to just turn up	<i>Ho deciso che l'ultima spiaggia era presentarmi lì</i>	500i
	573e	and see who I could find.	<i>e vedere chi potevo trovare.</i>	501i
	574e	We're working on a documentary.	– [Chris] <i>Stiamo lavorando ad un documentario.</i>	502i

In the present example, Chris-narrator – who's addressing to the public - ends his utterance with sub. 573e and Chris-character begins right after, addressing to an external character present on the scene. It is clear from the example how Chris is considered as a single entity in the English subtitles, despite the linguistic and stylistic traits that tell the two voices apart. Further complexity is given by the visual cues on screen; indeed, Chris-character starts to speak while he is half turning the back on the spectator and his mouth is not fully visible. In these circumstances, it is very likely that some spectators may not quickly understand whether subtitle 574e belongs to Chris-narrator or to Chris-character, realizing it thanks to the context when the dialogue has already begun. Italics is here an obvious disambiguating choice.

Other less recurrent cases where italics was used is for characters that Chris is interviewing on the phone (Example 6, min 12.53) or for speakers in TV spots (Example 7, min. 27.11)

6	267e	- [Graeme] We can comment on any of them, but I mean,	– [Graeme] <i>Potremmo parlare di ogni aspetto, ma, insomma...</i>	232i
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7	593e	(bright music) - Dairy is important	[musica per bambini] – [Pubblicità] <i>Il latte è importante</i>	520i
	594e	for good nutrition, especially in young growing bodies.	<i>per una corretta alimentazione, specialmente quella dei bimbi in crescita.</i>	521i

3.2.4. Hyphen, Dash and Square Brackets

Another consistent difference with the English subtitles on this matter is the use of the hyphen (“-”) at the beginning of every person's utterance. Since the narrator is considered

a character for all intents and purposes in the English, the hyphen is equally put at the beginning of all his utterances, as shown in Example 8.

8	731e	- [Chris] One study found that even	[Chris] <i>Uno studio ha dimostrato</i>	639i
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In the Italian, the hyphen is replaced by the dash (“–”) and it is used for the utterances of all characters, Chris included, but not for those of the narrator. The reason for this choice is that the dash has the aim to disambiguate the utterances of those characters who are – or potentially may be – involved in some dialogue. The narrator is clearly not included.

According to this reasoning, the reference to the name in square brackets (“[Chris]”) could be easily taken away if we considered the spectator to be the typical able-bodied person, who’s perfectly able to tell whose voice it is, but the name has been maintained in respect of the deaf and hard-of-hearing spectators who may not understand that the narrating voice always belongs to Chris, not seeing him on screen like all the other speakers. Indeed, brackets for names have been only used in those utterances that are pronounced when the speaker’s completely off-screen.

For the same reason, in the only case where a character does not show up on screen during his utterance – apart from the narrator, people on the phone and speakers in TV spots – reference to his name has been made both in the English and in the Italian (Example 9, min 30.31). Of course, that character had already intervened before this moment and his name had appeared on screen, as it always happens for every character.

9	675e	- [Luke] Everything that’s contained	- [Luke] <i>Tutto ciò che è contenuto</i>	592i
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Despite Luke being off-screen, italics has *not* been used in this case, in order not to further confuse the reader.

3.3. Register and Lexicon

According to Halliday (1978), the way language is used in a given discourse context can be referred to as register, which is described by means of three variables: field, tenor and mode. *Field* is, in the case of documentaries, what the characters talk about, i.e. the topic of the documentary itself. *Tenor* illustrates the relationship between speaker and spectator. Tenor is generally analyzed on the formal and informal continuum (Bianchi

2015:8). In the case of the documentary *MILKED*, various speakers are involved in the communicative act, everyone with different social backgrounds, professions, knowledge of the topic and communicative intent: we find the narrator, with a more standard language, never to be considered formal, but with standardized grammar, syntax and lexicon; then health professionals, scientists, entrepreneurs, whose speech is slightly more formal, but their speech structure is often clearly influenced by oral language features; and then farmers or some old native people, whose speech is informal both in structure and in lexicon, and clearly influenced by oral language features as well. All these elements – along with others that will be discussed later in the following sections – have a strong influence on how the message is delivered and require to be previously analyzed when approaching to translation. Finally, *mode* refers to the medium involved in conveying the message during the act of discourse. (Bianchi 2015:8)

As seen in the previous chapter, modern documentaries have acquired a whole new level of interactivity compared to the past. They are multimodality itself, where all modes and semiotic resources perfectly intertwine; first and more immediate, the linguistic system through the resource of human voice. Second, the aural system from that of music, sound and sound effects, as well as from the evocative silence and prosody of the characters speaking, which play a crucial role in conveying the message, as examined in the previous Chapter. Leaving the focus on the characters, significative is the way they use their body language and facial expressions to communicate emotions, semiotic resources that characterize the gestural system. Finally, the visual system is also involved, rendered by scenography, screen images, evocative frames and graphics with data, whose aim is that of summarizing in a more scientific and synthetic way what the characters are saying. (Kress, van Leeuwen 2001)

3.3.1. Oral Language

Despite language being delivered orally both in films and in documentaries, it would be improper to talk about “oral language” for both products without drawing a distinction between the two type of languages. The oral language used in documentaries is fairly different from the one used in films, because speakers in documentaries – apart from the narrator – do not follow a script; a crucial distinction to make when approaching to translation is that language in films is written to sound spoken, while language in

documentaries is spoken in the first instance. This can be seen clearly while translating a documentary, where the process of conveying the message from a language to another meets the need of changing modality from the spoken to the written language.

This phenomenon is referred to as *diamesic translation* by Gottlieb (2000:16), i.e. the transfer from an oral source language (SL) to a written target language (TL). (Figure 1)



Figure 3: diamesic translation (Gottlieb 2000:16)

As for this documentary, the structure of the characters' utterances is often very long, full of coordinate and subordinate clauses within the same sentence, as well as filler-words (*you know, I mean, so, ...*) even repeated twice or three times in the same sentence. Sentences can also be left incomplete or be finished in a different way by the speaker.

One of the major challenges of the translator is to mediate between the public's need for understanding – hence using a language which is grammatically correct and sounds natural when reading – while respecting the style of the speaker and the spontaneity of his utterances. In Example 10 (min. 53.09), we can see some of the features discussed above.

10	1175e	- If you look at Asia,	- Se guardiamo all'Asia,	1055i
	1176e	which is actually where we're trying to market this stuff,	che è proprio il luogo in cui puntiamo a vendere la nostra roba,	1056i
	1177e	which is just bizarre because	ed è veramente bizzarro se pensiamo	1057i
	1178e	lactose intolerance rates are almost 100%	che la percentuale di intolleranti al lattosio è 100%	1058i
	1179e	in many parts of Asia.	nella maggior parte dell'Asia,	1059i
	1180e	So , we're not doing them any favors.	non gli stiamo facendo nessun favore.	1060i

The sentence starts with a subordinate clause, which automatically makes the reader think that a main clause will follow carrying the core of the message. But, after two long asides in the form of relative clauses, the sentence ends without presenting the main clause. The main clause is added by the speaker as a separate sentence, probably because, while speaking, he had forgotten the structure used in the previous sentence, as it often happens

in speech. This hypothesis is also enforced by the filler-word “so” at the beginning of the sentence, generally used in oral speech to create a casual link between two part of a discourse.

Although grammatically incorrect, this construction does not sound strange in an oral discourse, because the interlocutor’s brain is automatically set in oral mode and knows that phenomenon like these could normally take place in conversation. It is not the same for the written discourse; Perego 2005 evidences that reading never produces the same effect as listening, especially colloquial and vulgar language, which tend to be perceived stronger or more provocative in reading. Hence, the Italian translation maintained the two long asides, but avoided the repetition of “*che*” by the use of a coordinate (“*ed*”, sub.1057i) and merged the main clause to the rest of the sentence, getting rid of the filler-word. In order to maintain the lower register of the oral language, “them” in sub. 1180e was translated with “*gli*” in sub. 1060i and not with “*loro*”, despite referring to a plural. This use is now very common in the everyday language and it is considered acceptable in writings as well.⁵⁷ (“*Gli*” in the plural form has been largely used in this translation. Similar examples of this use are provided in sub. 1132i and 1541i, consultable in Appendix).

Another perfect example of oral language is shown in Example 11 (min. 50.20). The speaker here starts his utterance with a long nominal phrase that is not followed by a verb. For this reason, while translating, the first coordinate clause in sub. 1111e was turned into a subordinate clause and the second coordinate clause was turned into the verbal phrase. Furthermore, in accordance with the prosodic pausing in sub. 1112e – which lead to think that “angry” was actually followed by a full stop – the sentence was split into two distinct units.

11	1110e	- Some people who are really heavily invested in status quo	- Alcune persone fortemente attaccate allo status quo,	993i
	1111e	and you are threatening their income	se tu cerchi di mandare a monte i loro affari, si arrabbiano molto.	994i
	1112e	and so, they will be very angry if somebody’s speaking up	Se qualcuno parla pubblicamente male di loro	995i
	1113e	and pointing out harm that you ’re doing,	e addita alle loro malefatte,	996i
	1114e	you try to shoot them down.	cercano di annientar lo .	997i

⁵⁷ https://www.treccani.it/enciclopedia/gli-o-loro_%28La-grammatica-italiana%29/ (Dec. 2022)

A very peculiar trait of this sentence is that the two subjects involved in the action, “the people invested in status quo” (= them) and “the person who is threatening their income” (= impersonal you), are switched by the speaker at some point in the utterance: in sub. 1113e the receiver of the action becomes “you” and those who do the action becomes “they”. It has been possible to identify this mistake just through context, knowing the dynamics the characters are talking about.

Again, this sentence does not sound strange in a colloquial situation because our brain is automatically able to reconnect the new pronouns to the subjects involved in the action, without questioning whether they changed or whom they refer to, thanks to the context. Similarly, while listening to this sentence, our brain is perfectly able to recreate the dynamics, even though there is not any cohesion between the syntactical elements in the sentence. If that is true for listening, it is not equally true for reading, where, even when the context is well known, it is hard for our brain to overcome the impasse of perceiving this sentence as deeply incorrect.

3.3.2. Different Character’s Background and Peculiar Traits in Speech

A curious thing that is worth noticing when examining the oral language, is that Example 10 and 11 in the previous Section are pronounced respectively by a doctor and a scientist. This was important for the reflection over the character’s way of speaking; in fact, what has been noticed is that a very informal use of syntax is not a prerogative of less educated people with humbler backgrounds, but of oral language in general.

If we were to make a linguistic distinction based on the characters’ background in this documentary, it could be drawn taking into account other traits, such as the characters’ speaking rate, their accent and their use of the so-called “filler-words”⁵⁸. Indeed, less educated people tend to talk faster and with a more marked New Zealander accent (such that, for the speaker who starts talking in sub. 825e, open intralingual subtitles had already been provided on screen). Interesting is also their use of filler-words; less educated speakers make larger use of words such as *you know, like, so, I mean*, etc. – that do not add any grammatical value to the utterance but help them maintain the flow of discourse,

⁵⁸ Filler words are *not* exclusive of the way of speaking of less educated speakers only, but an intense use of these words has been observed in their utterances especially.

like in Example 12 (min. 35.50), where a farmer is talking about a difficult part of his routine.

12	798e	in the morning, some days, you know , it's full on.	in certi giorni, sai , non c'è respiro!	698i
	799e	And with all the other, you know ,	E con tutto il resto, sai ...	699i

Despite the Italian translation of these words being provided in both cases in the present example, filler-words have not always been translated throughout the work. The decision whether to translate these words or not was taken according to several factors; one of these, the technicality of the utterance. If the character was explaining something rather technical or some concepts that could take a good part of the spectator's attention, the filler-words – especially if just hinted or pronounced really fast – were generally omitted in translation. The reason for this is that the effort of the spectator in reading these words on screen would have been greater than the actual value that these words would have added to the meaning of that sentence. Furthermore, filler-words are, again, something strongly related to the oral language and may be confusing for the reader to be found in the written language, especially in an informative product.

Instead, a translation of these words has been provided when, as in Example 12, these words recur several times in a speaker's utterance, contributing to create a peculiar trait of that speech. Moreover, the filler-words in the present example also play a very meaningful communicative role, as they act as a gimmick for the speaker to communicate something hard for him to deal with, i.e. the stress of the working condition of dairy farmers in New Zealand. The gestural system in this scene is itself very meaningful.

Furthermore, the translation of filler-words in given context can also act as compensation strategy; indeed, other main features that help identify humbler people's speech – such as accent and speaking rate – are impossible to be rendered by the written language.

3.3.3. Māori Words: Foreignizing Translation of a Foreignizing Source Text

As widely seen in the previous Chapter, Māori words are an expedient which helps the spectator understand how deep New Zealanders' roots run and, as a consequence, how serious is the question of land, animal and people exploitation perpetrated in their territory. For this reason, the Māori words present in the documentary – i.e. *Kia ora*,

Aotearoa, Te Ao Māori, described in Chapter 2 – have been maintained in translation, perfectly matching Venuti’s idea of translation.

That being said, it would not be fully correct to talk about a simple foreignizing translation in this case, because this definition commonly implies that, while reading, the target reader is exposed to a different emotion than that experienced by the source reader; but here the source text is foreignizing for the source reader himself (i.e. the reader who belongs to any English-speaking country, apart from New Zealand, of course). Maintaining these words untranslated in the target text would not mean anything but giving the target reader the exact same emotions as the source reader. We could define this technique as a “foreignizing translation of a foreignizing source text”.

3.4. Syntactic Strategies for Sympathy Development

As examined in the previous Chapter, one of the most valuable strategies adopted in the documentary – which is very likely to be the key of its success and communicative power – is sympathy. The spontaneity of the characters’ communicative mode evens out the distance between speaker and spectator, making the latter sympathize most times with the condition of the former. Subtitling is itself a very respectful form of translation, because it makes the target language coexist with the source language, maintaining the authenticity of the original message and avoiding the cinematographic illusion given by other more fictional forms of audiovisual translation (AVT), such as dubbing or half-dubbing, the most used form of AVT in Italy (Perego 2005).⁵⁹

In several situations, characters communicate a lot through what they are not able to tell; pausing, hesitation, words repetition, and rephrased sentences play a very meaningful communicative role in this product. These peculiarities need to be reflected in writing as well, as to communicate the message effectively to those people who do not have access to oral cues. In Example 13 (min. 38.35) we can see the efficient use of pausing in speech: the speaker here is recalling a grievous memory about life on the farm, and his speech strongly reflects his trauma; he divides the utterance in multiple chunks by the use of very

⁵⁹ It could be interesting for further research to investigate whether the incredibly high quality of Italian dubbing played a role in the relatively scarce knowledge Italians have of the English language, compared to other European countries. For example, Nordic countries have always preferred interlingual subtitling rather than any other form of AVT (Perego 2005) and they’re also well-known as some of the best L2 English speakers worldwide.

long pauses – around 2 seconds – between every chunk. This results in a very rhythmic speech that somehow reminds of sobbing. Unlike the English counterpart, in the Italian translation every pause in speech was used to split the subtitle, so as to recreate the same peculiar rhythm in writing. The use of dots at the end of every split chunk is necessary to help the spectator understand the reason for adopting this particular splitting mode, which does not respect any classical convention for splitting in subtitling.

13	848e	Couldn't hack it anymore in the end	Alla fine, non ce la faceva più e...	747i
	849e	and he tried to commit suicide.	E ha tentato il suicidio.	748i
	850e	And, my son...	E... Mio figlio...	749i
	851e	My son found him and got him out	Mio figlio lo ha trovato e...	750i
			Lo ha portato fuori e...	751i
	852e	and now he's left New Zealand.	E ora ha lasciato la Nuova Zelanda.	752i
	853e	He's gone. 23 year old.	Se n'è andato.	753i
			23 anni.	754i
	854e	Fucked his life. For this.	La vita fottuta.	755i
Per questo.			756i	

In general, this splitting strategy has been used any time the speaker made a consistent pause in speech. Furthermore, in this way, the spectator does not receive the visual information before the oral one, as it happens, for example, in sub. 853e and 854e; when the subtitle is already fairly short as in these two cases, a long pause in speech made by the speaker allows the spectator to read the subtitle more than once if the two little chunks are on screen together. All these circumstances may confuse the reader, ruin his reading flow, and completely flatten a prosodic pause that may be essential in communicating an emotion of a feeling to the spectator.

3.5. Subtitling for the Deaf: Music, Sound Effects and Background Noises

Like English subtitles, Italian subtitles provide the visual description of music, sound and sound effect present in the documentary. Indeed, in feature documentaries like *MILKED*, background music plays a crucial role in building the narrative. Following the description of the aims of music in films provided by Igareda (2012), music contributes to the aesthetics of the film, directs and increases the spectator's attention and helps express the thoughts of the characters; but, most important, it sets the spectator's mood, along with the message delivered by the character's voice and by what is shown on screen. The phonological metalanguage for the verbal reproduction of non-verbal sounds in a film

(De Linde 1996:176-8; De Linde, Kay 1999b:48-9) is a fundamental tool for the deaf and hard-of-hearing public, because it allows to make “visible” what is normally perceived by the vocal-auditory channel.

As for this documentary, a fundamental difference from English is in the description of these sounds; English makes recurrent use of adjective that do not add actual meaning to a description addressed to deaf people, such as references to the instrument that produced the sound (e.g. “gentle guitar music”, “soft electronic music”); the reference to the kind of instrument that produces a melody may be considered a fundamental cue for a hearing spectator, because guitar music might recall particular emotions that are different from those arisen by piano music. But, in order to be useful for a deaf person, a description of a sound has to deal exclusively with the emotion, the feeling that this sound wants the spectator to experience. That is why, in translation, the reference to the instrument has always been set aside.

Another peculiarity of English lays in its use of adjectives to describe music; English makes an intense use of the adjective “gentle”, which has been translated in several ways into Italian.

63e	(gentle guitar music)	[musica di suspense]	58i
213e	(gentle music)	[musica dolce]	182i
982e	(gentle guitar music)	[musica tranquilla]	879i
1332e	(gentle music) - Well, initially,	[melodia solenne] - Beh, all’inizio ti immagini	1199i
1438e	(gentle guitar music)	[musica triste]	1297i
1767e	(gentle guitar music)	[musica positiva]	1606i

What can be noticed in the English description of sounds, is that any guitar music played gently, with a slow-paced arpeggio is marked as “gentle”. But this adjective exclusively refers to tempo and intensity of sound; it is not at all descriptive of the mood that the music wants to induce, usually given by rhythm and notes. In the social imaginary, “gentle” is a positive adjective, which reminds of positive feelings; but if the rhythm of the music is ostinato, the notes in minor scale and the interval is peculiar – which is often the case in the documentary – referring to the music as “gentle” completely nullifies its communicative power, as well as confuse the deaf spectator, who receives a completely different emotion from what is narrated in the meantime.

Music in the Italian subtitles is put into square brackets, as indicated in the specific conventions for soundscape description (Logardo 2021), while any other sound is put into parentheses. This distinction is not present in the English, where any kind of sound is put into parentheses.

Another difference between English and Italian subtitles lies in the description of background noises and sounds when accompanied by the relative visual cues on screen (e.g. “truck roars past”, “loud drop”, “reverse gear whines”). When a deaf spectator sees a truck passing, a drop hitting the water surface or a car in reverse gear on screen, the information that counts is to be considered already delivered through the visual-gestural channel. There is no actual need to communicate to a deaf person that those actions were accompanied by sound, unless that sound is important to understand the complexity of the situation (for example if the characters start talking about that sound soon after). If not, the deaf person is probably aware that that truck, drop and car produced a sound, but the fact of knowing it does not change his final experience, since silence is his normal way to perceive reality. For this reason, this kind of references have been ignored in the Italian translation.

Sounds that have been maintained in the Italian translation are those who contribute to set the spectator’s mood, for example those related to the grieving of animals (e.g. a cow desperately mooing while running after her calves who has been taken away from her, or the sound of calves slammed on the truck floor). Furthermore, these actions are not clearly visible on screen: the cow is not in the foreground and the calves are separate from the spectator by the truck wall. Hence, taking these references away would mean not giving to the deaf spectator access to meaningful information.

3.6. Subtitling Strategies

This section is dedicated to analyzing the translation strategies used in this work. Two are the main models that categorize subtitling strategies, universally considered to be the most authoritative within the studies on subtitling: Gottlieb and Lomheim’s model, which will be discussed in the present Section.

The first who outlined a model for subtitling strategies was Gottlieb (1992), who identified as many as ten different strategies, thoroughly explained by Bianchi (2015:10): 1. Expansion (i.e. adding extra elements); 2. Paraphrases (adapting the text to the source

language and culture); 3. Transfer (a word-for-word translation); 4. Imitation (reporting the original words untranslated in the target text); 5. Transcription (reproducing in writing puns and non-standard expressions); 6. Dislocation (substituting the original linguistic context with an alternative one inspired by what is on screen); 8. Decimation (omitting semantically informative elements); 9. Deletion (omitting less important element); and 10. Resignation (omitting or substituting untranslatable elements). This model, despite being so incredibly detailed, is very difficult to apply in an actual work – as some researchers, like Perego (2005:119), have noticed – since the difference between the strategies is often really subtle.

A simplification of this model has been studied by another authoritative author, Lomheim (1995), whose model is nowadays the most widely used. This includes six strategies: 1. Reduction or Effacement (omitting elements); 2. Condensation (conveying the message in a more compact way); 3. Addition or Expansion (adding information); 4. Hyperonymy (substituting a word with a superordinate one); 5. Hyponymy (substituting a word with a subordinate one); and 6. Neutralization (neutralizing words with a connotative meaning, swear words or imprecations).

The present classification of subtitling strategies is based on the one developed by Bianchi (2015:16) in her study on the narrator's voice in scientific documentaries. Her classification taps mainly into Lomheim, but she applies some adaptations that better respects the kind of audiovisual product she is focusing on, which is exactly the same as the present. For example, she argues that Lomheim's distinction between three different kinds of word substitution seems redundant in her work; hence, she groups Hyperonymy, Hyponymy and Neutralization under the same strategy: Substitution. Then she identifies the category of Reformulation, which includes cases of Lomheim's Condensation, as well as cases of Gottlieb's Paraphrase. Indeed, the term "condensation" – as well as its main finality in subtitling – reminds of making something shorter, compact, while maintaining the exact same meaning. But many are the cases in which the sentence simply gets rephrased – mainly because of linguistic and cultural constraints, and not because of the need to cut down material; the result of paraphrase is often a longer subtitle in the target text than in the source text. That is why a different term should be used to include both phenomena. Bianchi (2015) also identifies the strategy of Literal Transfer, which was not considered interesting for the present study, thus was not analyzed.

The strategies analyzed in the following Subsections are four: Reduction, Addition, Substitution (that includes Hyperonymy, Hyponymy and Neutralization) and Reformulation (that include Condensation and Paraphrase). Each strategy is accompanied by some examples focusing on specific linguistic events. The examples presented are necessarily limited in number, but they should be sufficient to illustrate the most meaningful events that occurred for that given category.

3.6.1. Reduction

This category includes all those cases where little part of the source text was left out in translation, resulting in some level of semantic loss in the target text that, however, does not compromise understanding. The cases of Reduction identified in the present work are 119 in total, which makes this strategy the second most used in the work.

Reductions can happen at any level: nominal, verbal, adjectival, adverbial, and complemental. The examples will be then discussed divided into subcategories.

Adjectival reduction

Adjectival reduction occurred 23 times in the work. The reason for this deletion is mainly due to length constraints of subtitling. One of the most recurrent cases is that in Example 1 (Table 1), where the adjective “dairy” has been left out in translation (12 cases in the work). This deletion can occur when it gets clear from the context that the focus of the documentary is on dairy specifically. Moreover, one of the main struggles in translation was the impossibility, most times, to translate “dairy” into Italian with the same lexical economy; indeed, “dairy” is simply used in English as an adjective in front of any word, which is unfortunately not always the case in Italian (e.g. “dairy product” could simply be translated in Italian as “*prodotto caseario*”, but “dairy land” should be translated as “*suolo adibito all'allevamento caseario*” if we were to keep the same semantic value of the original expression). Some other examples of Adjectival reduction are provided in Table 1.

1	87e	from commercial activities like dairy farming.	<i>tramite attività commerciali come l'allevamento.</i>	78i
2	340e	are a huge part of who we are.	<i>sono parte della nostra identità.</i>	295i
3	921e	that is trashing our environment here,	<i>che stanno distruggendo l'ambiente qui,</i>	821i

Table 1: Adjectival reduction

Verbal reduction

Verbal reduction occurred 10 times in the work. This deletion can occur when the previous subtitle or context in general already makes it clear what the following verb will be. In Example 4 (Table 2), the deletion happens at a (noun+)verb level (“it’s”). In this case, it has been made to avoid a repetition, rather than to make the sentence shorter. Another interesting example is shown in Example 5 (“I think”): the reference to verb of thought is often left out in subtitling, since it is considered something already obvious from the context (if a person raises a question, it is obvious that this question expresses what he thinks). The deletion of verb of thought occurred 3 times in the work.

4	188e	Well, it’s primarily the dairy industry.	Beh, principalmente l’industria casearia.	163i
5	1554e	- I think they should be really worried.	[musica di suspense] – Dovrebbero preoccuparsi molto.	1409i

Table 2: Verbal reduction

Filler-word reduction⁶⁰

The Filler-word reduction is the biggest kind of Reduction within the category, with 32 cases found in the work. In Example 6 (Table 3) “so” is considered a filler-word in this context because it is deprived from its grammatical meaning. “So” is often used in an oral discourse to start a sentence naturally. Other examples are shown in Table 3.

6	317e	So we’re all about transparency at SIDDC.	Siamo per la trasparenza qui al SIDDC.	275i
7	496e	Yeah , and I started to cry, you know, at the enormity of it.	E mi sono messo a piangere, sai, per tutto questo.	430i
8	948e	How did they pull that one over you may well ask, you know?	"Come gliel'hanno data a bere?", vi chiederete bene.	845i
9	1138e	Like , you guys are going up against the biggest company	Voi state andando contro alle aziende	1020i
10	1201e	to turn that sort of spotlight on itself or whatever	quella di puntarsi addosso i riflettori	1080i
11	1315e	I mean , it’s utterly terrifying.	è a dir poco terrificante.	1182i

Table 3: Filler-word reduction

⁶⁰ An overview on filler-words and their occurrence is presented in Sub-section 3.2.1.

Adverbial reduction

Adverbial reduction occurred 26 times in the work. These deletions occurred mainly because the adverbs were considered obvious, but also to make the sentence shorter in some cases. Some examples are provided in Table 4.

12	571e	about everything I'd learned so far .	<i>di tutto quello che avevo scoperto.</i>	499i
13	608e	So industry often talks a lot about calcium.	– [Chris] Poi, spesso l'industria parla del calcio.	532i
14	666e	or maybe even chimpanzee milk.	<i>o anche quello di scimpanzé.</i>	583i
15	914e	It's massively destroying habitat	Sta radendo al suolo gli habitat	815i
16	1086e	- Probably one thing is not to be funded by dairy.	– In primo luogo, che non fossero pagate dall'industria.	970i

Table 4: Adverbial reduction

Complemental reduction

This kind of Reduction occurred 21 times in the work. Complements that have been left out are saxon genitives (as in Examples 17 and 18, where “mammal’s” and “women’s” are obvious specifications that can easily be left out), as well as other modifiers. These and other examples are provided in Table 5.

17	674e	and has the lowest protein amount of any mammal's milk.	<i>ed ha il quantitativo proteico più basso di qualsiasi altro latte.</i>	591i
18	733e	can increase women's risk of breast cancer up to 80%.	<i>può aumentare il rischio di cancro al seno di circa l'80%.</i>	641i
19	911e	Fonterra's key supplier of PKE	Il principale fornitore di Fonterra	811i
20	935e	There's a 400% increase in debt .	È una crescita del 400%.	833i
21	1733e	It was clear to me that we're in big trouble	È chiaro che siamo in serio pericolo	1571i

Table 5: Complemental reduction

Nominal reduction

Nominal reduction occurred 7 times in the work. This deletion can occur when the previous subtitles or context in general already makes it clear what the following noun will be. The cases of reduction of the word “Fonterra”, shown in Example 25, occurred 3 times in the work. Some examples are provided in Table 6.

22	1574e	the microbes are filtered out,	<i>vengono filtrati fuori,</i>	1427i
23	1758e	why would a farmer not do it?	perché non sceglierli?	1597i
24	1863e	that milk isn't the wholesome product	<i>che non è l'alimento genuino</i>	1701i
25	962e	The conversation for today is, will Fonterra even survive?	Il punto oggi è: riuscirà anche solo a sopravvivere?	859i

Table 6: Nominal reduction

3.6.2. Addition

This category includes all those cases where semantic elements are added to the target text. The cases of Addition identified in the present work are 75 in total.

Addition can happen at any grammatical level as well, but what makes this category more interesting than the previous one is that it provides elements or idioms belonging to the target language that are integral part of that language, express its richness, and make the utterance sound more natural. These elements can also act as clarifiers that allow the target culture to better understand a foreign element. That is why this Subsection will not provide a distinction based on grammatical elements – as it happened with the category of Reduction – but based on new classifiers, such as Intensifiers and Clarifiers, which focus on the *aim* of those elements, rather than their grammatical function.

Intensifiers

Intensifiers are those elements that help stress a concept or put the accent on part of the sentence, used to mirror the intonation of the speaker. A peculiarity of these elements is that they are *not* essential in order to make a grammatically correct sentence in the target language, but they give it emphasis and colour, making it sound more natural. Intensifiers addition occurred 18 times in the work. Some examples are provided in Table 7.

1	148e	- [Chris] Do we have to keep doing things the same way?	<i>[Chris] Dobbiamo proprio continuare a fare le cose allo stesso modo?</i>	131i
2	334e	- [Chris] Well, that was confusing.	<i>[Chris] Beh, questo sì che mi confondeva.</i>	289i
3	362e	We have environmental awards	Abbiamo pure dei premi ambientali	314i
4	570e	- I needed to talk with someone at Fonterra	<i>[Chris] Dovevo assolutamente parlare con qualcuno di Fonterra</i>	498i
5	736e	who are still promoting dairy products,	<i>che, anzi, ne promuove il consumo,</i>	644i
6	886e	by the greenhouse gas emissions they generate.	<i>dalle emissioni di gas serra che loro stessi generavano.</i>	786i
7	951e	but for Fonterra the opposite is true.	ma per Fonterra è proprio il contrario!	848i

Table 7: Intensifiers (addition)

Clarifiers

Clarifiers are elements that – as the name may suggest – make the sentence clearer in the target language, sometimes allowing the target culture to better understand a foreign element. This category also includes idioms and typical fixed expressions in the target language, that is why this category has a strong linguistic and cultural reference. These elements are not always essential in order to produce a grammatically correct sentence, but they make it more complete, natural and clear for the spectator. Classifier addition occurred 23 times in the work. Some examples are provided in Table 8.

8	102e	It's a global problem too.	<i>È un problema anche a livello globale.</i>	92i
9	130e	of threatened native species on Earth.	<i>di specie native a rischio estinzione.</i>	116i
10	251e	The water is the life force.	L'acqua è la forza motrice della vita.	218i
11	487e	I heard about someone who was taking on the fight	<i>Ho sentito di una persona che stava combattendo in prima linea</i>	421i
12	661e	and the only ones that take milk from other animals.	<i>e l'unica che prende il latte da altre specie animali.</i>	578i
13	711e	you know, left out for a day or two.	lasciato fuori dal frigo per un paio di giorni.	622i
14	1068e	We should not acquiesce for one inch	non possiamo accettare di percorrere un solo centimetro	954i
15	1460e	or give them methane vaccine or change their feed."	o fategli il vaccino per ridurre il metano o cambiate mangime"	1316i
16	1351e	and people could actually see the research and tests	e le persone potessero vedere coi loro occhi le ricerche e i test	1215i
17	1487e	And it's hard just to switch over	È difficile cambiare dall'oggi al domani,	1342i
18	1840e	It was all animal products.	<i>ma qualsiasi prodotto di origine animale.</i>	1676i
19	991e	to hang up the apron and grow crops	di appendere il grembiule al chiodo e coltivare vegetali	887i
20	139e	And with the global demand for food doubling by 2050,	<i>E con la domanda globale di cibo che prospetta di duplicarsi entro il 2050,</i>	124i
21	554e	just ramping up in drinking water in Canterbury.	sono in vertiginoso aumento nella regione di Canterbury.	484i
22	595e	Fonterra milk for schools helps make sure	La nostra campagna "Latte per le Scuole"	522i

Table 8: Clarifiers (addition)

Other grammatical elements

As for the Reduction strategy, Addition can just occur by adding simple grammatical elements that may belong to any grammatical category, which enrich the final sentence to some extent. Verbal addition occurred 11 times in the work, Nominal addition 2, Adverbial addition 12, Adjective addition 2, Logical Connectors addition 4 and Modality markers addition 3. (These figures are not comprehensive of the cases examined in the previous two categories, even if belonging to one of those grammatical categories). Some examples are provided in Table 9.

23	203e	That just isn't possible	Questo ora è semplicemente impossibile,	174i
24	244e	There's no one coming to the lake.	Nessuno viene più al lago.	211i
25	1209e	I think the reality is much more	Onestamente credo che le persone	1088i
26	788e	- The family's been farming here for 95-odd years,	- La nostra famiglia alleva qui da circa 95 anni	688i
27	726e	- Definitely a very strong link with prostate cancer,	- Senza dubbio c'è una forte correlazione col tumore alla prostata,	635i
28	1459e	so, "Oh, put them in a barn	che dicono: "Beh, metteteli nel fienile	1315i
29	383e	a container made from plants, not plastic.	<i>contenitori vegetali invece che di plastica.</i>	329i
30	934e	It's now 40 billion.	<i>è salito oggi a 40 miliardi.</i>	832i
31	565e	for fear that it will cause fatal blue-baby syndrome	per paura che possa causare la fatale "sindrome del bambino blu",	493i

Table 9: Other grammatical elements (addition)

3.6.3. Reformulation

This category includes cases of Lomheim's Condensation and Gottlieb's Paraphrase, since both techniques are equally meaningful and often have different intents in translation. The two techniques are not included in the same model, and this is probably because – as noticed in the present work – boundaries between the two are often uncertain. Reformulation occurred 202 times, which makes it the most used technique adopted in this work.

Condensation

Condensation strategy makes the sentence in the target language shorter than the one in the source language, while maintaining the informative load of the latter. It is mainly used to bypass length constraints of subtitling or to avoid repetitions that may be found annoying for the spectator to read (as in Examples 1, 11 and 16). Sometimes it is also used because a literal translation of the source text is unnatural (as in Examples 2, 6 – where the name "*combustibili fossili*" already includes the reference to the "burning" – (Examples 14 or 15). Condensation strategy occurred 70 times in this work. Some examples are provided in Table 10.

1	132e	I'm not angry at the farmers. I'm not blaming the farmers.	Non ce l'ho con gli allevatori. Non li biasimo.	118i
2	220e	Just down the road from my family home	<i>Proprio sulla mia strada di casa</i>	189i
3	229e	- We can't do any of that. Not even our children.	- No, nulla. Nemmeno i nostri ragazzi.	197i
4	392e	that actually the real facts would demand.	di cui ci sarebbe veramente bisogno.	337i
5	396e	But if that seems bad, it gets worse.	<i>Ma purtroppo c'è di peggio.</i>	341i
6	412e	everybody knows about the burning of fossils fuel,	Tutti conoscono i combustibili fossili.	356i
7	459e	Not things that we just talk about.	Non solo chiacchiere.	398i
8	567e	It's not just dirty rivers that we are talking about here.	Non si tratta solo di sporcizia dei fiumi.	495i
9	785e	I had to find farmers to talk with instead.	<i>dovevo andare a parlare con gli allevatori.</i>	685i
10	847e	and he was calving more cows that I was.	E lui aveva più vitelli di me.	746i
11	1027e	When you pollute the water and you pollute the soil,	Quando inquinati l'acqua e il suolo	918i
12	1089e	whether it's overtly or whether you have to dig around.	che sia in modo palese o meno.	973i
13	1113e	and pointing out harm that you're doing,	e addita alle loro malefatte,	996i
14	1184e	- You can already see this happening,	- Sta già succedendo.	1064i
15	1612e	And the same fate is going to happen with all livestock.	<i>E lo stesso avverrà con tutto il bestiame:</i>	1461i
16	1705e	The scientists get there long before other people get there.	Gli scienziati ci arrivano molto prima degli altri.	1545i
17	1773e	We had two dairies within the farm	Producevamo due tipi di latte	1612i
18	1787e	didn't seem like the right way to go.	non era la strada giusta.	1624i

Table 10: Condensation (reformulation)

Paraphrase

Paraphrase, as Condensation, is a form of sentence reformulation that maintains the informative load of the source text unchanged, but with a slight difference from the previous category: it does not have the aim of “condensing” the informative load of the sentence into a shorter sentence in the target, but simply that of changing its structure to make the sentence fully understandable in the target language, or simply more natural and elegant. The sentence in the target language often results longer than that of the source.

We can find examples of cultural constraints, i.e. elements that do not exist in the target culture and therefore need to be explained (as in Example 26, because Italy is not familiar with the concept of “farming catchment”); but also linguistic constraints (as in Example 19, because Italian does not have a correspondent word for “news angle”, or for “emitter” in Example 20, “carbon efficient” in Example 25, and “climate reduction” in Example 29). The lack of correspondent words in Italian was one of the main limits in this translation.

Paraphrase is the most widely used technique in the work, with 132 cases in total. Cases of paraphrases have been considered also those that involved changes in the type of sentence, for example from passive to active (as in Example 28 and 31) – very common in EN>IT translations – from personal to impersonal or vice versa (Example 21), et cetera. Some examples are provided in Table 11.

19	17e	- [Lee] What angle are you taking? How's it gonna work?	– [Lee] <i>Dove volete arrivare? Come funziona?</i>	19i
20	70e	It's our biggest climate emitter,	Produce la maggior quantità di emissioni,	65i
21	211e	- It's all about destroying our natural capital	– Stiamo distruggendo il nostro capitale naturale	180i
22	231e	and they just lived down here, swimming in the water,	e passavano giornate intere nuotando in queste acque.	199i
23	243e	- You can't have the water for the children to play in.	– I bambini non possono più nemmeno giocare in acqua.	210i
24	245e	- We're talking about other things, like water storage	– Si parla anche di quando dovremo fare scorta d'acqua	212i
25	290e	which makes us more carbon efficient,	il che ci rende più ecologici nelle emissioni.	251i
26	345e	are unswimmable in farming catchments.	non sono praticabili in prossimità degli allevamenti.	300i
27	398e	are massively under-reporting their emissions.	<i>sta mentendo sull'entità le proprie emissioni.</i>	343i
28	408e	when effluent and fertilizers are broken down.	<i>quando è cosperso di liquami e fertilizzanti.</i>	352i
29	435e	- What do we want? - Climate reduction!	– <i>Cosa vogliamo?</i> – <i>Meno emissioni!</i>	378i
30	493e	we just couldn't believe how bad the river was.	<i>Non riuscivamo a credere che il fiume fosse in quelle condizioni.</i>	427i
31	563e	pregnant mothers are being advised by health officials	i funzionari sanitari hanno raccomandato alle donne incinte	491i
32	725e	So that's your prostate cancer, breast cancer.	Vedi il tumore alla prostata o al seno.	634i
33	892e	We cannot be having these land uses	Non possiamo continuare a sfruttare così il terreno,	792i
34	963e	'Cause it's numbers are that bad.	Perché i suoi numeri parlano chiaro.	860i
35	1018e	So you just wouldn't be able to make the milk out of it.	Sarebbe semplicemente impossibile produrre latte vegetale con quell'acqua.	911i
36	1078e	came out with this on the cover.	<i>fa uscire un numero con questa copertina.</i>	962i
37	1129e	to even speak on camera.	<i>da non voler nemmeno essere intervistate.</i>	1012i
38	1339e	That's when it really, truly hits you what's going on.	È quando vieni a contatto con la realtà che ricevi la mazzata.	1205i
39	1371e	So, it's rife for abuse.	Sono le condizioni ideali per i maltrattamenti.	1234i

Table 11: Paraphrases (reformulation)

3.6.4. Substitution

This category, as previously said, groups Lomheim's Hyperonymy, Hyponymy and Neutralization, but it also includes another subcategory that turned out to be very meaningful in the present work, which will be referred to as Formalization. Formalization consists in the substitution – mainly verbal – of informal or general words with more

formal words equivalent in meaning. The cases of Substitution identified in this work are 26 in total.

Formalization

The phenomenon of formalization that occurs in an EN>IT translation, has been also identified by Bianchi (2015) on her study focused on the narrator’s voice in scientific documentaries. In the present work, Formalization occurred both in some of the narrator’s utterances, and in those of more authoritative characters.

This technique can be considered a sort of “domestication” for the target reader, for it mirrors a feature that highly characterizes language in Italian documentaries and informative products, which consist in giving authority to the people that are dispensing knowledge, in order to produce a stronger effect on the spectator. Formalization occurred mainly on a verb level, with 13 cases in the present work. Some examples are provided in Table 12.

1	170e	but when white gold fever hit , they switched to cows,	<i>ma quando dilagò la febbre dell'oro, passarono alle mucche,</i>	149i
2	216e	to give a river the same legal status as a person.	<i>a conferire ad un fiume lo stato giuridico di un individuo.</i>	185i
3	344e	said that 82% of waterways	afferma che l'82% dei corsi d'acqua	299i
4	379e	is less than 1% their total milk production,	rappresenta meno dell'1% della loro produzione di latte totale,	325i
5	524e	New Zealand holds the dishonorable title	La Nuova Zelanda vanta lo sfortunato titolo	455i
6	1062e	trying to stop any possible threat.	<i>che cercano di arginare ogni potenziale minaccia.</i>	948i
7	1802e	Plant-based food products are the largest growing sector	I prodotti a base vegetale costituiscono	1640i
8	1882e	And if billions of people make ethical choices every day,	E se miliardi di persone compiono scelte etiche ogni giorno,	1718i

Table 12: Formalization (substitution)

Hyperonymy

Hyperonymy consists in the substitution of a specific term with a more general one. It generally occurs when the original term is too specific or strictly belonging to the source culture (e.g. “Canterbury”, in Example 11, which is a region in New Zealand, but it is very likely to be confused by an Italian spectator with the homonymous city in England). Sometimes the original word has been substituted with a hyperonym simply because of length constraints of subtitling (as in Example 12, where “waterways” is translated with

“*acque*”, because shorter than “*corsi d’acqua*”). Hyperonymy occurred 5 times in the work. Some examples are provided in Table 13.

9	1355e	that looks more like a Frankenstein animal	che sembra più un animale zombie	1219 i
10	1088e	and it’s been shown very well, get funded by dairy sources ,	viene pagata dall’ industria ,	972i
11	562e	In rural Canterbury ,	Nella zona rurale della regione ,	490i
12	339e	(bright music) - You see, our waterways	[musica gioiosa] – [Pubblicità] <i>Vedete, le nostre acque</i>	294i

Table 13: Hyperonymy (substitution)

An interesting thing that is worth noticing is the adjective “bright” in Example 12. Despite sensory language being statistically more present in Italian rather than in English (Manca 2013), it was challenging to find an Italian adjective with equal evocative power that could be used at the same time to describe music. This can be considered as one of the limits of this translation from a linguistic point of view.

Hyponymy

Hyponymy consists in the substitution of a general term with a more specific one. This category turned out to be the least interesting, with just 2 cases found in the work. Some examples are provided in Table 14.

13	704e	- Given that it’s got these kinds of things in there,	– Dal momento che ci sono dentro questi tipi di sostanze ,	617i
14	1496e	that that’s gonna become something financially viable?	che questa diventi un’ attività redditizia?	1351i

Table 14: Hyponymy (substitution)

Neutralization

This technique consists – as the name may suggest – in neutralizing strong expression (e.g. swear words and imprecations), but also puns, idioms and typical fixed expressions of the source language that do not have a correspondent in the target language or may sound inappropriate to the target culture. These expressions may result flat in translation, since they have been adapted to fit the target language or culture (for example in Example 16, Table 15, where the colour given by the idiom in the source language gets lost in translation and it is replaced with a sentence with similar meaning). Example 15 shows a case of swear word that has been mitigated in translation, replaced by a word that has the

same meaning but does not belong to the vulgar language. Example 17 provides an example that deals both with a slang expression – typical of New Zealand and Australia – and a swear word. This very evocative expression is dense in meaning and perfectly express the concept (i.e. the struggle of addressing a delicate question with someone who does not want to listen), but it does not have a correspondent in the target language; hence, a literal translation risks to confuse or even disgust the reader. Here the decision to flatten the expression by using another idiom in the target language which has the same meaning but not the same evocative power.

15	354e	is what I just call the bull	sono le frottole che [...]	307i
16	391e	- So it doesn't create the burning platform for change	- Quindi non si crea quella urgenza di cambiamento	336i
17	1690e	it's almost like pushing shit uphill .	[...] è come parlare al muro .	1532i

Table 15: Neutralization (substitution)

Other three examples of Substitution that do not belong to any of the previous categories are provided in Table 16 and are: Example 18, a substitution to avoid a repetition (the word “stocking rate” was already used in the previous subtitle and was translated with “*densità di bestiame*”); Example 19, an idiomatic substitution (which can be considered an example of “inverted neutralization”); and Example 20, an emphatic substitution (which express a more familiar concept for the target culture).

18	537e	We could never have that stocking rate	Non potremmo mai avere così tanti animali	467i
19	1217e	With the environment already struggling ,	<i>Con l'ambiente già in ginocchio,</i>	1095i
20	1823e	our farm animals than starving people .	agli animali allevati che alle persone che muoiono di fame .	1662i

Table 16: Other kinds of substitution

3.7. Mistakes in English Subtitles

This last Section is dedicated to highlight several mistakes that have been identified in the source language. These mistakes are indicated in red in the Table in Appendix, followed by the correct version in green as “*ndt.*” (i.e. “*nota del traduttore*” – “translator’s note”) or directly in the target language if the noun is maintained untranslated. In particular, this latter category of mistakes was not easy to identify, since the subjects involved are proper nouns that are not familiar to the target culture; that is why a documentation phase was required in these cases (Examples 1 and 2).

1	522e	like Ravensdown and AB Balance here in New Zealand,	come Ravensdown e Agri-Balance qui in Nuova Zelanda	453i
2	1033e	not to farm in the Topo and Rotorua Lake areas	<i>130 milioni di dollari per non allevare nelle aree dei laghi Taupo e Rotorua,</i>	923i

Other kinds of mistakes include miswritten words (Examples 6 and 8) and actual words with similar sound to those that are pronounced (Examples 3, 4, 5 and 7); these mistakes may denote little attention during the rereading phase of the work or, in worst cases, scarce knowledge of one's own language.

3	209e	is simply washing out to see (ndt. sea) every single year	È divorato dal mare anno dopo anno [...]	179i
4	542e	we're seeing as (ndt. has) the impacts on our waterways.	hanno un grande impatto sui nostri corsi d'acqua.	472i
5	583e	- If you can just pop onto your- (ndt. our website)	- Ehm, se vuoi, puoi andare sul nostro sito (indistinto)	511i
6	1412e	- "So, we're really kind to our bobby calfs (ndt. calves)!"	- "Ma noi siamo molto buoni coi nostri vitellini!"	1275i
7	1492e	Potentially to (ndt. you) grow really good hemp around this area,	Si può coltivare un'ottima canapa in questa zona.	1347i
8	1572e	They go into a fermentation tank along with feed stock (ndt. feedstock),	<i>Si inseriscono in una tanica di fermentazione insieme alla materia prima</i>	1425i

Table 17: Mistakes in the English subtitles

Another kind of mistakes that has been identified concerns syntax. In several cases, indeed, indirect questions expressed by if-clauses end with a question mark instead of a full stop (Examples 9 and 10). This was done because there is a clear tendency to mirror speech intonation, but it is obviously wrong according to grammar rules.

9	260e	I just thought if environmental sustainability
	261e	is at the heart of what you're doing?

10	275e	It's a dairy industry thing,
	276e	if that's what you're looking at?

This tendency has been identified also in one other case, in which the question mark is used with apparently no reasons, because the sentence is not even an indirect question (Example 11).

11	270e	- Yeah, but you'd probably admit
	271e	that it is a bit confusing for consumers
	272e	kind of the message that they're getting these days?

Other cases that have been identified consist in lacking words in the source language. These words were repetitions or expressions of doubt and uncertainty, but their meaning was clearly emphatic in those contexts and should be expressed. Even though intralingual subtitling would allow to leave words out in certain cases, this tendency generally belongs to intralingual subtitling for deaf and hard-of-hearing people (Perego 2005:63), whose characteristics are less and less appreciated by the deaf public itself. Indeed, these were not considered mistakes, but they were still marked in the Table in yellow as follows. (Examples 12 and 13)

12	1146e	They're killing these animals and people (ndt. ...people) are dying,	Stanno uccidendo questi animali	1028i
			e le persone... Le persone stanno morendo.	1029i

13	1396e	all right, "Well, what is the greater good	a dire: "Bene, qual è il bene superiore	1259i
	1397e	that that pain's delivering to?"	che giustifica questa sofferenza?"	1260i
	1398e	(Ehm...)	Ehm...	1261i
	1399e	I don't really wanna get into	Non vorrei entrare nell'argomento	1262i
	1400e	the bobby calf thing, if that's all right.	dei vitellini da latte, se posso.	1263i

CONCLUSION

This work aimed to capitalize on translation as vehicle to spread knowledge to one culture to another. The interest in documentaries as means of communication and instruments of social justice is constantly rising and turning out to be very fertile, as also emerged from the survey presented at the beginning of the work. Translation is an incredibly precious tool – depending on the historical time, the current ideology, and the society in which it operates – that allows a culture to benefit from discoveries, knowledge and thoughts belonging to another culture. As thoroughly examined in Chapter 2 and 3, it is up to the translator, whether he wants his communication to be as unequivocal as possible, to select the style, the vocabulary and the translational technique he considers the most appropriate to fulfil his aims, spreading teachings and awakening curiosity and critical consciousness. Furthermore, subtitling is the most respectful form of AVT, since it allows the message to be conveyed through both the source and the target language, avoiding cinematographic illusion and increasing the communicative power and the reliability of that product.

One consideration could be made on the role played by Italy in the world panorama as far as food sustainability – and sustainability in a broad sense – is concerned. *MILKED* is subtitled into 11 languages, but Italian is not contemplated; this could lead to the thought that Italy is not yet considered by the rest of the world to be a target that has shown particular interest in the topics the documentary deals with, despite being a country where a change in the plant-based direction would turn up to be easier than in most countries around the world.

Moreover, as examined in Chapter 2, modern documentaries on sustainability has reached a completely new level of freshness and interactivity, and they all show a fixed pattern which is very likely to be a great part of their success. It would be very beneficial if Italy took inspiration from them to properly communicate politically and socially active topics in our country, as well as considered to change the media in which these products are usually broadcasted, i.e. almost exclusively national television; indeed, as seen in Chapter 2, television is gradually being replaced with VOD platforms, especially by younger generations, who are actually the ideal target which these calls to actions should be addressed to.

Shifting focus to the English subtitles of *MILKED*, one reflection could also be made on the job of the translator, especially the audiovisual translator. As seen in Chapter 3, several mistakes were detected in the English counterpart, that were, in some cases, evidently due to scarce knowledge of one's own language and of subtitling conventions. This could make us reflect on how little is the attention paid by costumers on the quality of the work they commission – often to people who are not even qualified, so as to reduce production costs. This is a symptom of the fact that subtitling is still often considered something merely optional, and the power of translation as vehicle of knowledge has not still been properly understood.

As for the limits encountered throughout the work, the first was that related to the scarcity of sectoral studies, specifically on subtitling in documentaries, on the Italian documentary style, and on Italians' relationship with food-related sustainability; indeed, this work also aims to be a first step to help understand the importance of all these fields of research, so that further analysis could be carried on on these topics.

As for the intrinsic limits of subtitling in documentaries, the most significant one was that related to the translation of one kind of screen writings specific to documentaries, i.e. the names and jobs of the characters interviewed, which appear on screen at the beginning of every new character's utterance. Indeed, those writings generally appear simultaneously with the beginning of that character's utterance, hence it is difficult to produce a subtitle carrying the translation of that character's job without interfering with the subtitles carrying the message he is conveying. In these cases, unless it is possible to produce two different subtitles simultaneously – e.g. one placed at the top and one at the bottom of the screen – it is essential to make a choice, which is one of the main features that always characterize the translator's job. In the present case, the choice always fell on the translation of the characters' utterances, leaving the jobs untranslated.

Other significant limits were those related to the analysis of the data collected from the survey. In retrospect, the questions that were asked were often too specific in relation to the kind of analysis that needed to be done for a work of this kind – i.e. a linguistic research with a special attention on the target culture, and not a sociological research. Furthermore – as specified in Chapter 1, Sub-section 1.2.4. – the relatively small number of participants and their uneven distribution constituted a problem in dealing with so many categories in which the data could be potentially divided. For example, it could

have been very interesting to verify whether Southern Italian people saw the plant-based choice in a more positive light than the Northern population, due to the former's cultural background and current familiarity with the Mediterranean diet, in opposition to the latter's diet, which received the influence of the Barbaric model.

An important issue was also characterized by the unfamiliarity with the methods of data analysis, usually typical of scientifically-based research. It would be useful for further research – mainly focused on the sociological aspect of the topic – to implement the survey by expanding the sample, so as to be able to focus on all the multiple nuances that characterize Italians' relationship with this peculiar sustainability theme.

APPENDIX

	English subtitles	Italian subtitles	
1e	(waves crashing)	(onde che si infrangono)	1i
2e	(rhythmic music)	(rombo di tuono)	2i
		[musica di suspense]	3i
		LA NUOVA ZELANDA È IL PRINCIPALE ESPORTATORE DI LATTE E DERIVATI AL MONDO	4i
		LA PIÙ GRANDE AZIENDA DEL PAESE È FONTERRA, UNA COOPERATIVA CASEARIA DI PROPRIETÀ DI ALLEVATORI	5i
3e	- [Graeme] We have said that sustainability	- [Graeme] <i>Abbiamo detto che la sostenibilità</i>	6i
4e	is a key part of our new strategy, right?	<i>è la chiave della nostra nuova strategia, giusto?</i>	7i
5e	That's the heart of what we're gonna be doing.	<i>È alla base del nostro operato.</i>	8i
6e	What's the news angle	<i>Quale aspetto vi interessa in particolare?</i>	9i
7e	you're looking at? - It's...	- [Chris] È...	10i
8e	- [Graeme] Is it sustainability on farms?	- [Graeme] <i>È la sostenibilità delle fattorie?</i>	11i
9e	Is it that sustainability on packaging?	<i>La sostenibilità degli imballaggi?</i>	12i
10e	Is it sustainability in our factories?	<i>La sostenibilità delle nostre fabbriche?</i>	13i
11e	- We're talking about climate change, water quality,	- [Chris] Parliamo di cambiamento climatico, di qualità dell'acqua,	14i
12e	potential longevity for our farmers.	della potenziale longevità dei nostri allevatori.	15i
13e	Are those topics that you believe	Pensate che Fonterra	16i
14e	Fonterra would like to comment on?	voglia trattare questi temi?	
15e	- [Graeme] We get these requests all the time, Chris.	- [Graeme] <i>Riceviamo queste domande di continuo, Chris.</i>	17i
16e	We've got people here who've got a business to run.	<i>Le persone qui hanno un'attività da mandare avanti.</i>	18i
17e	- [Lee] What angle are you taking? How's it gonna work?	- [Lee] <i>Dove volete arrivare? Come funziona?</i>	19i
18e	- We wanna hear every side of the story basically.	- Vogliamo che ci raccontiate la storia da tutti i punti di vista, in sostanza.	20i
19e	- [Lee] There aren't side to the story.	- [Lee] <i>Non ci sono punti di vista.</i>	21i
20e	There's only one story.	<i>C'è solo una storia.</i>	22i
21e	I'm assuming that's the angle you're taking	<i>Suppongo sia questo che volete sentire, perché è l'unico punto di vista,</i>	23i
22e	'cause that's the only angle		
23e	that is the truth of the situation.	<i>che è l'unica verità.</i>	24i
24e	(dramatic sting)	(tonfo drammatico)	25i
25e	(gentle guitar music)	[musica dolce]	26i
26e	(bright music)	[musica allegra]	27i
27e	- [Chris] Kia Ora. I'm Chris.	[Chris] <i>Kia Ora, sono Chris.</i>	28i

28e	This is where I'm from,	<i>Sono cresciuto qui, nel nord rurale dell'Aotearoa - Nuova Zelanda,</i>	29i
29e	the rural north of Aotearoa New Zealand.		
30e	Surrounded by nature and fortunate to have	<i>in mezzo alla natura e con la fortuna di abitare vicino al fiume locale, il Mangatawa.</i>	30i
31e	the family home next to our local river, Mangatawa.		
32e	Growing up, we tried our best	<i>Crescendo, abbiamo fatto il possibile per proteggere e vivere la terra.</i>	31i
33e	to protect and live with the land.		
34e	We grew a lot of our own food	<i>Coltivavamo gran parte del nostro cibo</i>	32i
35e	and raised all the animals you'd expect to see on a farm,	<i>e allevavamo tutti gli animali che ci si aspetta di vedere in una fattoria:</i>	33i
36e	chickens, goats, pigs, sheep and cows,	<i>polli, capre, maiali, pecore e mucche.</i>	34i
37e	Like most Kiwi kids,	<i>Come la maggior parte dei ragazzi kiwi,</i>	35i
38e	I started the day with milk on my Weet-Bix	<i>cominciavo la mia giornata con latte e Weet-Bix, senza pensarci due volte.</i>	36i
39e	and never thought twice about it.		
40e	I was already worried about the state of our planet	<i>Ero già preoccupato per le condizioni del nostro pianeta</i>	37i
41e	when I came across this film.	<i>quando mi sono imbattuto in questo film:</i>	38i
42e	(dramatic music)	[musica drammatica]	39i
43e	"Cowspiracy" showed how animal agriculture	<i>"Cowspiracy" mostrava come l'allevamento</i>	40i
44e	is the driving force	<i>fosse la causa principale del collasso ambientale in atto</i>	41i
45e	behind the environmental breakdowns that's happening		
46e	and how people were too afraid to talk about it.	<i>e di come la gente fosse troppo spaventata per parlarne.</i>	42i
47e	I was shocked, but I thought that's America, not Aotearoa.	<i>Ero scioccato, ma pensai: "questa è l'America, non l'Aotearoa.</i>	43i
48e	We have grass fed cows and look after our land'.	<i>Le nostre mucche sono nutrite ad erba e noi teniamo alla nostra terra".</i>	44i
49e	And then I saw the "Environmental Aotearoa Report"	<i>Ma poi ho letto il rapporto "Ambiente Aotearoa",</i>	45i
50e	showing the massive impact	<i>che mostrava l'enorme impatto del settore caseario nel nostro Paese.</i>	46i
51e	dairy is having on our country.		
52e	I made a video about the dairy industry	<i>Ho fatto un video sull'industriacasearia,</i>	47i
53e	that got a big response on social media.	<i>che ha ricevuto molte interazioni sui social media.</i>	48i
54e	Let's hear what Fonterra has to say now.	<i>"Sentiamo cosa ha da dire Fonterra adesso"</i>	49i
55e	And I was surprised when Fonterra commented,	<i>E sono rimasto sorpreso quando Fonterra ha commentato</i>	50i
56e	inviting me for a coffee and a chat.	<i>invitandomi per un caffè e due chiacchiere.</i>	51i
57e	But when I tried taking them up	<i>Ma quando ho provato ad accettare l'invito...</i>	52i
58e	on the offer. (phone rings)	(chiamata in corso)	53i
59e	- [Recorded Message] Welcome to Fonterra.	- [Voce registrata] <i>Benvenuto in Fonterra.</i>	54i
60e	After the tone, please record your message.	<i>Registrazione del messaggio dopo il segnale acustico.</i>	55i
61e	After the tone, please record your message.	<i>Registrazione del messaggio dopo il segnale acustico.</i>	56i
62e	After the tone, please record your message.	<i>Registrazione del messaggio dopo il segnale acustico.</i>	57i

63e	(gentle guitar music)	[musica di suspense]	58i
64e	- Why the change of heart?	[Chris] <i>Perché avevano cambiato idea?</i>	59i
65e	What did our country's biggest company have to hide?	<i>Cosa aveva da nascondere l'azienda più grande del Paese?</i>	60i
66e	I wanted to meet with some people who were speaking out	<i>Volevo incontrare alcune persone che si stavano facendo sentire</i>	61i
67e	about the environmental impacts of the dairy industry	<i>riguardo all'impatto ambientale dell'industria casearia</i>	62i
68e	and see what they could tell me.	<i>e vedere cosa potevano raccontarmi.</i>	63i
69e	- Industrial dairying is this country's biggest polluter.	- Il settore caseario è il più inquinante del nostro Paese.	64i
70e	It's our biggest climate emitter,	Produce la maggior quantità di emissioni,	65i
71e	emitting more greenhouse gases	sprigionando più gas serra dell'interno settore dei trasporti.	66i
72e	that our entire transport sector.		
73e	It's our biggest water polluter.	È il maggior responsabile dell'inquinamento delle acque	67i
74e	And it's also a major stressor	e una delle principali minacce per la biodiversità e la salute del suolo.	68i
75e	for biodiversity and for soil health.		
76e	(suspenseful music) Around the world	In tutto il mondo stiamo osservando	69i
77e	we've seen a massive increase in a thing called	la crescita esponenziale delle cosiddette "zone morte oceaniche".	70i
78e	oceanic dead zones.		
79e	They're basically areas of the ocean	Sono sostanzialmente aree dell'oceano	71i
80e	where there's been so much algal growth	in cui le alghe crescono al punto che non c'è più ossigeno, non c'è più vita.	72i
81e	there's no oxygen, there's no life in there anymore.		
82e	(dramatic sting)	(tonfo drammatico)	73i
83e	That is what we're risking on New Zealand's coastlines.	Questo è il rischio attuale per le coste neozelandesi.	74i
84e	- We're seeing a collapse of our natural ecosystems.	- Stiamo assistendo al collasso dei nostri ecosistemi naturali.	75i
85e	Most of that collapse is coming about	Gran parte di questo collasso è dovuto	76i
86e	because of the pressure that we are putting on those systems	alla pressione che stiamo esercitando su quei sistemi,	77i
87e	from commercial activities like dairy farming.	tramite attività commerciali come l'allevamento.	78i
88e	The consequence for nature has been devastating.	Le conseguenze per la natura sono devastanti.	79i
89e	- New Zealand used to be a land covered in forest.	- La Nuova Zelanda in origine era una terra ricoperta di foreste.	80i
90e	We've bowled down the forest,	Abbiamo raso al suolo le foreste	81i
91e	we've lost the biggest chunk of wetlands in modern history	e perso la più vasta area paludosa nella storia moderna degli ultimi 100 anni	82i
92e	in the last 100 years to put more cows on paddocks.	per mettere più mucche al pascolo.	83i
93e	- [Chris] I discovered that in Aotearoa	[Chris] <i>Ho scoperto che in Aotearoa</i>	84i
94e	our dairy industry crates more greenhouse gas emissions	<i>l'industria casearia produce più gas serra</i>	85i

95e	than all cars, trucks, boats, planes, and trains combined.	<i>di auto, camion, navi, aerei e treni messi insieme.</i>	86i
96e	And although we brag about producing	<i>E nonostante ci vantiamo di produrre il latte più sostenibile al mondo,</i>	87i
97e	the most sustainable milk in the world,		
98e	the total emissions from our booming dairy industry	<i>le emissioni complessive della nostra fiorente industria casearia</i>	88i
99e	has increased 132% in the last 30 years.	<i>sono aumentate del 132% in 30 anni.</i>	89i
100e	132%!	<i>132%!</i>	90i
101e	(dramatic tones)	[musica inquietante]	91i
102e	It's a global problem too.	<i>È un problema anche a livello globale.</i>	92i
103e	The top five meat and dairy companies,	<i>Le cinque maggiori aziende di carne e latticini, tra cui Fonterra,</i>	93i
104e	which includes Fonterra,		
105e	produce more emissions than the whole of the United Kingdom	<i>producono più emissioni dell'intero Regno Unito, con 66 milioni di abitanti.</i>	94i
106e	and its 66 million people.		
107e	That's also more than the oil and gas companies	<i>Superano anche le aziende di gas e petrolio ExxonMobil, Shell e BP.</i>	95i
108e	ExxonMobil, Shell and BP.		
109e	One study even showed that in the next decade	<i>Uno studio ha mostrato inoltre che nei prossimi 10 anni</i>	96i
110e	Fonterra will make up more than 100%	<i>Fonterra raggiungerà più del 100% delle emissioni</i>	97i
111e	of New Zealand total emissions target.	<i>previste come obiettivo totale per la Nuova Zelanda.</i>	98i
112e	And yet no one seemed to be talking about this.	<i>E, nonostante ciò, nessuno sembra parlarne.</i>	99i
113e	(uneasy musical tones)	[musica inquietante]	100i
114e	Dr. Jane Goodall is one of many well-known scientists	<i>La dott.ssa Jane Goodall è una tra i tanti noti scienziati</i>	101i
115e	who have been warning about the impact of climate change	<i>che si sono espressi riguardo all'impatto del cambiamento climatico</i>	102i
116e	long before it was all over the media.	<i>ben prima che l'argomento spopolasse sui media.</i>	103i
117e	- If you consider we're on this little ball,	<i>- Si pensi che siamo su questa piccola palla,</i>	104i
118e	this little beautiful planet of ours,	<i>il nostro piccolo e meraviglioso pianeta,</i>	105i
		[musica inquietante]	106i
119e	and we're now surrounding it	<i>e che lo stiamo circondando dei cosiddetti "gas serra",</i>	107i
120e	with the so-called greenhouse gases		
121e	which is trapping the heat of the sun,	<i>i quali intrappolano il calore del sole,</i>	108i
122e	which is leading to the changing weather patterns	<i>causando variazioni dei ritmi climatici,</i>	109i
123e	that are being so destructive to the environment	<i>che sono così distruttivi per l'ambiente, le persone e molti, molti animali.</i>	110i
124e	to people, and to many, many animals.		
125e	- [Chris] And while the worst is yet to come,	<i>[Chris] E mentre il peggio deve ancora venire,</i>	111i
126e	the balance of life on the planet is already way out	<i>l'equilibrio della vita sulla Terra è già ampiamente sbilanciato,</i>	112i

127e	with farmed animals and human making up	<i>con il bestiame e gli umani a rappresentare il 96% della biomassa dei mammiferi,</i>	113i
128e	96% of the biomass of mammals and only 4% is wild mammals	<i>contro solo il 4% dei mammiferi selvatici.</i>	114i
129e	I also found out Aotearoa has the highest proportion	<i>Ho poi scoperto che l'Aotearoa ha la più alta percentuale al mondo</i>	115i
130e	of threatened native species on Earth.	<i>di specie native a rischio estinzione.</i>	116i
131e	- No wonder we have a biodiversity crisis.	<i>– Non c'è da sorprendersi se c'è una crisi di biodiversità.</i>	117i
132e	I'm not angry at the farmers. I'm not blaming the farmers.	<i>Non ce l'ho con gli allevatori. Non li biasimo.</i>	118i
133e	They do what they have to do.	<i>Fanno quello che devono fare.</i>	119i
134e	And most of them do really care about the environment.	<i>E molti di loro ci tengono davvero all'ambiente,</i>	120i
135e	But the system that they're caught up in is totally flawed.	<i>ma il sistema in cui sono intrappolati è pieno di falle.</i>	121i
136e	Just sticking to what we are doing now has no future.	<i>Continuare con ciò che stiamo facendo non ha futuro.</i>	122i
137e	- [Chris] The dairy industry	<i>[Chris] L'industria casearia ha un impatto simile nel resto del mondo.</i>	123i
138e	is having a similar impact around the world.		
139e	And with the global demand for food doubling by 2050,	<i>E con la domanda globale di cibo che prospetta di duplicarsi entro il 2050,</i>	124i
140e	how could all this be produced sustainably?	<i>come si può produrre tutto ciò in modo sostenibile?</i>	125i
141e	Scientists warn that we'd need at least five Earths by then,	<i>Gli scienziati avvertono che ci servirebbero almeno cinque Terre</i>	126i
142e	if everyone on the planet eats as much dairy and meat	<i>se tutti mangiassimo la quantità di carne e latticini di Paesi come gli Stati Uniti.</i>	127i
143e	as country like the United States.		
144e	It was Mahatma Gandhi who said,	<i>– Era Mahatma Gandhi che diceva:</i>	128i
145e	"The planet can produce enough for human need,	<i>"Nel mondo c'è abbastanza per le necessità dell'uomo, non per la sua avidità".</i>	129i
146e	but not human greed".		
147e	(instrumental music)	<i>[musica di suspense]</i>	130i
148e	- [Chris] Do we have to keep doing things the same way?	<i>[Chris] Dobbiamo proprio continuare a fare le cose allo stesso modo?</i>	131i
149e	What if we could produce that food	<i>E se potessimo produrre quel cibo senza tutte queste risorse e sprechi?</i>	132i
150e	without all the resources and waste?		
151e	From what I was discovering,	<i>Da quello che vedevo, c'erano eccome altri modi,</i>	133i
152e	it looked like there are other ways,		
153e	including something the dairy industry	<i>compreso qualcosa che l'industria casearia non vorrebbe si sapesse,</i>	134i
154e	doesn't want us to know about		
155e	because it threatens their very existence.	<i>perché minaccia la sua stessa esistenza.</i>	135i
156e	But first I had to understand how this mess all started	<i>Ma prima, dovevo capire come era iniziato tutto questo caos</i>	136i
157e	and why we're still in it.	<i>e come mai ci eravamo ancora dentro.</i>	137i
		<i>[musica di suspense]</i>	138i
158e	Just over 200 years ago, (gentle music)	<i>Poco più di 200 anni fa,</i>	139i

159e	British settlers introduced	<i>i colonizzatori britannici introdussero la prima mucca in Aotearoa,</i>	140i
160e	the first dairy cows to Aotearoa,		
161e	a land mostly covered in ancient forests	<i>una terra ricoperta principalmente da antiche foreste</i>	141i
162e	and inhabited by the indigenous population of Māori.	<i>e abitata dalla popolazione indigena dei Māori.</i>	142i
163e	Most of our native forests were cut or burnt down	<i>Gran parte delle nostre antiche foreste furono smantellate o incendiate</i>	143i
164e	and almost all our wetlands were destroyed	<i>e quasi tutte le nostre paludi vennero distrutte per far spazio a fattorie.</i>	144i
165e	to make way for farms.		
166e	Today we have over 6 million dairy cows	<i>Ad oggi, abbiamo più di 6 milioni di mucche da latte.</i>	145i
167e	and we're not doing this to feed ourselves.	<i>E non sono lì per nutrire noi.</i>	146i
168e	95% of our dairy products are exported.	<i>Il 95% dei nostri prodotti caseari è esportato.</i>	147i
169e	Kiwi farmers used to be known for farming sheep,	<i>Gli allevatori kiwi erano noti per allevare pecore,</i>	148i
170e	but when white gold fever hit, they switched to cows,	<i>ma quando dilagò la febbre dell'oro, passarono alle mucche,</i>	149i
171e	increasing the average dairy herd size	<i>aumentando il numero medio di capi per mandria da 100 a oltre 400.</i>	150i
172e	from 100 to over 400.		
173e	- Over the last 30 years,	<i>- Negli ultimi 30 anni non abbiamo aumentato la quantità di suolo.</i>	151i
174e	we didn't increase the amount of land.		
175e	We just got rid of sheep and replaced them with cows.	<i>Ci siamo semplicemente sbarazzati delle pecore, rimpiazzandole con le mucche,</i>	152i
176e	And they have so much bigger output.	<i>che hanno un'impronta molto maggiore.</i>	153i
177e	- The dairy herd of Aotearoa produces over	<i>[Chris] Le mucche da latte in Aotearoa producono oltre</i>	154i
178e	150 million liters of nitrogen rich urine every day.	<i>150 milioni di litri di urina ricca di azoto al giorno.</i>	155i
179e	And each cow has the equivalent	<i>E ogni mucca produce il quantitativo di liquami di 14 persone.</i>	156i
180e	effluent footprint of 14 people.		
181e	That means the cows in this country	<i>Significa che le mucche di questo Paese</i>	157i
182e	create the same amount of waste as nearly 90 million people.	<i>producono l'equivalente dei liquami di circa 90 milioni di persone.</i>	158i
183e	And with almost no wetlands left to filter that waste	<i>E con la quasi assenza di paludi a filtrare questi rifiuti,</i>	159i
184e	it's no surprise that our waterways are in trouble.	<i>non c'è da stupirsi se i nostri corsi d'acqua hanno problemi.</i>	160i
185e	- New Zealand's like your beautiful friend	<i>- La Nuova Zelanda è come il tuo più caro amico che si è ammalato di cancro.</i>	161i
186e	that's just gone and got cancer.		
187e	And so what's the source of the cancer?	<i>E qual è la causa del cancro?</i>	162i
188e	Well, it's primarily the dairy industry.	<i>Beh, principalmente l'industria casearia.</i>	163i
189e	(tense music) (river babbles)	<i>[musica di tensione]</i>	164i
190e	So there's a particular New Zealand mode	<i>C'è una particolare strategia di sviluppo economico in Nuova Zelanda,</i>	165i

191e	of economic development where we have these bonanzas,	dove c'è molta prosperità economica.	166i
192e	and the bonanzas are based on	E questa prosperità si ottiene speculando sulle nostre risorse naturali.	167i
193e	cashing in our natural resources.		
194e	The dairy industry for the last 20 years	L'industria casearia negli ultimi 20 anni ha fatto un salto	168i
195e	has been a throwback to that		
196e	19 th century style of development	alle strategie di sviluppo del 19esimo secolo,	169i
197e	where we cash something in.	in cui si monetizza a scapito di qualcosa.	170i
198e	And what we've cashed in is our fresh water.	E quel qualcosa è la nostra acqua dolce.	171i
199e	- It's simply been impossible for Kiwis to ignore.	- È stato semplicemente impossibile da ignorare per i kiwi.	172i
200e	You used to be able to swim	Si è sempre nuotato nelle acque neozelandesi senza il rischio di ammalarsi.	173i
201e	in our river and lakes in New Zealand		
202e	without risk of getting sick.		
203e	That just isn't possible	Questo ora è semplicemente impossibile,	174i
204e	in bulk because of the impact of industrial dairy.	in primo luogo a causa dell'impatto dell'industria casearia.	175i
205e	(suspenseful music)	[musica cupa]	176i
206e	Every year, we are losing 192 million tones of soil.	Ogni anno, perdiamo 192 milioni di tonnellate di suolo,	177i
207e	You know, this is actually our most precious	ma è proprio la risorsa più preziosa del nostro Paese: il nostro suolo.	178i
208e	resource of our country, our top soil,		
209e	is simply washing out to see (ndt. sea) every single year	È divorato dal mare anno dopo anno a causa delle nostre pratiche agricole.	179i
210e	because of our land-use practices		
211e	- It's all about destroying our natural capital	- Stiamo distruggendo il nostro capitale naturale	180i
212e	which is the exact opposite of what we should be doing.	ed è proprio l'opposto di ciò che dovremmo fare.	181i
213e	(gentle music)	[musica dolce]	182i
214e	- [Chris] In Te Ao Māori, the Maori world, water is sacred.	[Chris] <i>Nel Te Ao Māori, il mondo Maori, l'acqua è sacra.</i>	183i
215e	We pushed for our country to be the first in the world	<i>Abbiamo insistito per poter essere il primo Paese al mondo</i>	184i
216e	to give a river the same legal status as a person.	<i>a conferire ad un fiume lo stato giuridico di un individuo.</i>	185i
217e	It worried me to know how much of an impact	<i>Mi aveva spaventato sapere che impatto avesse</i>	186i
218e	dairy farming was having on our fresh water,	<i>l'industria casearia sulla nostra acqua dolce,</i>	187i
219e	by using and by polluting it.	<i>per come la usa e per come la inquina.</i>	188i
220e	Just down the road from my family home	<i>Proprio sulla mia strada di casa</i>	189i
221e	was an alarming example of what could go wrong.	<i>c'era un esempio allarmante di cosa stesse andando storto.</i>	190i
222e	I met with some community leaders	<i>Ho incontrato alcuni rappresentanti delle comunità</i>	191i

223e	who are trying to protect their lake.	<i>che stanno cercando di proteggere il loro lago.</i>	192i
224e	What did it used to be like back in the day	– [Chris] Com’era una volta, quando il lago era salubre?	193i
225e	when the lake was healthy?		
226e	- Being by the lake, we were able to catch fish.	– Vivendo in riva al lago, potevamo pescare.	194i
227e	We just did everything in there.	Facevamo letteralmente tutto qui.	195i
228e	- [Chris] And now you can’t do any of them?	– [Chris] Ed ora non potete fare più nulla di tutto ciò?	196i
229e	- We can’t do any of that. Not even our children.	– No, nulla. Nemmeno i nostri ragazzi.	197i
230e	The kids used to come down here	Una volta i ragazzi venivano qui	198i
231e	and they just lived down here, swimming in the water,	e passavano giornate intere nuotando in queste acque.	199i
232e	but the children had this sickness.	Ma poi hanno cominciato ad ammalarsi.	200i
233e	It wasn’t until all that algae started over here	È stato solo quando quell’alga ha iniziato a propagarsi	201i
234e	that we realized that there was more to it than that.	che abbiamo capito che c’era qualcosa sotto.	202i
235e	- I’ve seen farmers spreading their	– Ho visto allevatori spargere il loro concime,	203i
236e	the manure and it’s all blowing into the lake.	che andava a finire tutto nel lago.	204i
237e	- Further up the catchment we found there was a dairy farm	– Più a monte del nostro bacino abbiamo poi scoperto un allevamento	205i
238e	and they had a consent to dump effluent.	che ha il permesso di scaricare i liquami.	206i
		[musica inquietante]	207i
239e	And if any nutrients get into the water,	E se qualche sostanza arriva in acqua, specialmente in piena estate,	208i
240e	and especially around January, (suspenseful music)		
241e	it’s perfect for an incubator	si creano le condizioni perfette per una fioritura algale.	209i
242e	to actually just create an algae bloom.		
243e	- You can’t have the water for the children to play in.	– I bambini non possono più nemmeno giocare in acqua.	210i
244e	There’s no one coming to the lake.	Nessuno viene più al lago.	211i
245e	- We’re talking about other things, like water storage	– Si parla anche di quando dovremo fare scorta d’acqua	212i
246e	for when there’s a drought,	in previsione di una siccità.	213i
247e	and the drought is heading our way right now, as I speak.	E la siccità sta arrivando proprio adesso, mentre parliamo.	214i
248e	And people are gonna want water,	E la gente vorrà dell’acqua,	215i
249e	but what they want is better water than this.	ma quella che vorranno è un’acqua migliore di questa.	216i
250e	- Water is gonna be the next gold.	– L’acqua sarà l’oro del futuro.	217i
251e	The water is the life force.	L’acqua è la forza motrice della vita.	218i
252e	And if we don’t look after the water,		219i

253e	then all of us will perish.	E se non ce ne prendiamo cura, allora ne risentiremo tutti.	
254e	(dramatic music)	[musica drammatica]	220i
255e	- How could Fonterra be claiming to care about communities	[Chris] <i>Come poteva Fonterra affermare di avere a cuore le comunità</i>	221i
256e	and environmental sustainability?	<i>e la sostenibilità ambientale?</i>	222i
		PER COSA COMBATTIAMO	223i
257e	I had to call them again to see if they'd meet with me.	<i>Dovevo richiamarli per sentire se volevano incontrarmi.</i>	224i
258e	- We got your email about you guys declining	- [Chris] Abbiamo ricevuto la vostra email,	225i
259e	to be part of the documentary.	in cui vi rifiutate di partecipare al nostro documentario.	226i
260e	I just thought if environmental sustainability	Mi stavo solo chiedendo, visto che la sostenibilità ambientale	227i
261e	is at the heart of what you're doing?	è alla base del vostro operato, credo solo che sprechereste una grande occasione	228i
262e	I just think this is a massively missed opportunity		
263e	for you guys to share your initiatives	per condividere le vostre iniziative col pubblico neozelandese.	229i
264e	with the New Zealand public. - Yes	- [Graeme] <i>Si.</i>	230i
265e	- Are those topics that you believe	- Pensate che Fonterra voglia trattare questi temi?	231i
266e	Fonterra would like to comment on?		
267e	- [Graeme] We can comment on any of them, but I mean,	- [Graeme] <i>Potremmo parlare di ogni aspetto, ma, insomma...</i>	232i
268e	then you'd end up with a three hour video just on us.	<i>vi trovereste con un video di tre ore solo su di noi.</i>	233i
269e	There's already a lot out there.	<i>C'è già tanta roba là fuori.</i>	234i
270e	- Yeah, but you'd probably admit	- Sì, ma sarai d'accordo con me che c'è molta confusione	235i
271e	that it is a bit confusing for consumers		
272e	kind of the message that they're getting these days?	nel tipo di messaggi che date ai consumatori di questi tempi.	236i
273e	- [Graeme] Mm-hmm.	- [Graeme] <i>Mm-hmm.</i>	237i
274e	Well, we're a big player.	<i>Beh, siamo pezzi grossi.</i>	238i
275e	It's a dairy industry thing,	<i>Ehm... Sono affari dell'industria, se è questo che stai cercando.</i>	239i
276e	if that's what you're looking at?		
277e	And you'd better off dealing with DairyNZ.	<i>Faresti meglio a rivolgerti a DairyNZ.</i>	240i
278e	- Yeah, I mean, Fonterra (indistinct)	- Sì, d'accordo, ma Fonterra... (indistinto)	241i
279e	Fonterra is New Zealand's largest company.	Fonterra è la più grande azienda in Nuova Zelanda	242i
280e	- [Graeme] Yes.	- [Graeme] <i>Si.</i>	243i
281e	- So, you know,	- Quindi, sai, abbiamo pensato fosse meglio che la storia	244i
282e	we thought it'd be best if the story's		
283e	coming directly from you guys rather than anyone else.	fosse raccontata direttamente da voi, piuttosto che da qualcun'altro.	245i
284e	- [Graeme] Yeah, but I mean, while we're big	- [Graeme] <i>Si, ma... nonostante siamo grossi,</i>	246i
285e	we're also part of a big industry.	<i>siamo anche parte di una grossa industria.</i>	247i

286e	(phone beeps)	(chiamata interrotta)	248i
287e	[Lee] What angle are you taking? How's it gonna work?	– [Lee] <i>Dove vuole arrivare? Come funziona?</i>	249i
288e	Because New Zealand is pretty simple	<i>Perché la Nuova Zelanda è molto semplice in quanto a pratiche agricole,</i>	250i
289e	in terms of farming practices,		
290e	which makes us more carbon efficient,	<i>il che ci rende più ecologici nelle emissioni.</i>	251i
291e	the most nutritious milk in the world.	<i>Il nostro latte è il più nutriente al mondo.</i>	252i
292e	So, is that the angle you're taking?	<i>Allora, è questo quello che volete sapere?</i>	253i
293e	- We definitely want to get you on camera	– Vogliamo assolutamente che veniate a dircelo davanti alla telecamera,	254i
294e	talking about that,		
295e	talking about your side of the story in terms of	ci raccontiate la storia dal vostro punto di vista, riguardo a	255i
296e	what milk means to New Zealand.	cosa significa il latte per la Nuova Zelanda.	256i
297e	[Lee] Well, we don't even need to say it on camera.	– [Lee] <i>Ah, beh, non serve che lo diciamo alla telecamera.</i>	257i
298e	It's so well documented.	<i>È già ben documentato.</i>	258i
299e	(suspenseful music)	[musica di suspense]	259i
300e	- [Chris] What was going on?	[Chris] <i>Cosa stava succedendo?</i>	260i
301e	Why were they avoiding an interview?	<i>Perché stavano evitando l'intervista?</i>	261i
302e	I was told to go on the DairyNZ website to see their facts.	<i>Mi era stato detto di andare sul sito di DairyNZ per vedere i loro dati.</i>	262i
303e	NZ dairy is 64% more emissions efficient	<i>“Il latte neozelandese emette il 64% in meno rispetto alla media globale”.</i>	263i
304e	than the global average.		
305e	But I had to wonder where this information came from,	<i>Ma mi sono chiesto da dove provenisse questa informazione</i>	264i
306e	and wasn't reassured when I saw it was from	<i>e non sono stato rassicurato vedendo che proveniva</i>	265i
307e	industry-funded research.	<i>da uno studio finanziato dall'industria.</i>	266i
308e	It also doesn't include the huge amount of coal	<i>E non tiene nemmeno conto dell'incredibile quantità di carbone</i>	267i
309e	used to make milk powder, Fonterra's main export product.	<i>per produrre il latte in polvere, il prodotto più esportato da Fonterra.</i>	268i
310e	I did find someone from the industry	<i>Almeno, ho trovato qualcuno dell'industria</i>	269i
311e	who was willing to talk with me though,	<i>che aveva voglia di parlare con noi: una rappresentante del SIDDC.</i>	270i
312e	a rep for the South Island Dairying Development Centre.		
313e	- So, our vision is to be a great place for animals to live,	– Vogliamo essere un luogo meraviglioso per la vita degli animali,	271i
314e	producing high quality food to feed the world	in cui produrre cibo di alta qualità per sfamare il mondo	272i
315e	and having, you know, a sus- not an impact,	ed essere, sai, sosten... non avere un impatto,	273i
316e	a negative impact on the environment around us.	un impatto negativo sull'ambiente che ci circonda.	274i
317e	So we're all about transparency at SIDDC.	Siamo per la trasparenza qui al SIDDC.	275i
318e	We try to share all of our data publicly	Cerchiamo di condividere pubblicamente tutti i nostri dati	276i
319e	and that's why I'm here speaking to you today.	ed è per questo che sono qui oggi a parlarne con te.	277i

320e	(cows mooing)		
321e	- [Chris] Canterbury seems to be quite a very dry region.	- [Chris] Canterbury sembra essere una regione piuttosto secca.	278i
322e	Why have we seen such an increase	Come mai abbiamo visto un tale aumento degli allevamenti nella zona?	279i
323e	in dairy farming in Canterbury,		
324e	and do you think that's a suitable place for dairy farming?	E pensate sia un posto adatto in cui allevare?	280i
		- Ehm...	281i
325e	- Can I pass on that question?	Posso passare la domanda?	282i
326e	(laughs) (indistinct)	(risata nervosa) (indistinto)	283i
327e	- How is synthetic fertilizer made	- [Chris] Come viene prodotto il fertilizzante sintetico e da cosa deriva?	284i
328e	and what is it made out of?		
329e	- Yeah, I'll pass on that one. (chuckles)	- Ehm, passo anche questa. (risatina)	285i
330e	- Do you think we are putting	- Pensi che stiamo minando la sicurezza del cibo futuro?	286i
331e	our future food security at risk?		
332e	- I don't wanna answer that, I dunno.	- Non voglio rispondere, non lo so.	287i
333e	Yeah. (tense music)	Già... [musica di suspense]	288i
334e	- [Chris] Well, that was confusing.	[Chris] <i>Beh, questo sì che mi confondeva.</i>	289i
335e	And what was even more confusing was all the media	<i>E quello che mi confondeva ancora di più era tutta la propaganda</i>	290i
336e	about the good things the industry was doing.	<i>riguardo alle cose buone che l'industria stava facendo.</i>	291i
337e	Maybe they actually were heading in the right direction	<i>Forse stavano veramente andando nella direzione giusta</i>	292i
338e	and things were improving.	<i>e le cose stavano migliorando.</i>	293i
339e	(bright music) - You see, our waterways	[musica gioiosa] - [Pubblicità] <i>Vedete, le nostre acque</i>	294i
340e	are a huge part of who we are.	<i>sono parte della nostra identità.</i>	295i
341e	That's why thousands of Kiwis, including dairy farmers,	<i>Ecco perchè migliaia di kiwi, compresi gli allevatori,</i>	296i
342e	have been working hard to make a difference.	<i>stanno lavorando sodo per fare la differenza.</i>	297i
343e	- The "Environment Aotearoa Report" in 2019	- Il rapporto "Ambiente Aotearoa 2019"	298i
344e	said that 82% of waterways	afferma che l'82% dei corsi d'acqua	299i
345e	are unswimmable in farming catchments.	non sono praticabili in prossimità degli allevamenti.	300i
346e	- I think if we look at water,	- Io credo, visto che stiamo conducendo molte analisi al momento,	301i
347e	and we're doing a lot of investigation at the moment,		
348e	the water is not as bad (suspenseful music)	che l'acqua non sia così male come quelle statistiche possono indicare.	302i
349e	as perhaps those stats might indicate.		
350e	(traffic rushes past)	[musica cupa]	303i
351e	- [Chris] But why was government and industry	[Chris] <i>Ma perché il governo e l'industria dicevano una cosa,</i>	304i

352e	saying one thing and the science saying something else?	<i>mentre la scienza ne diceva un'altra?</i>	305i
353e	- What I get really annoyed with	- Quel che mi da veramente fastidio	306i
354e	is what I just call the bull	sono le frottole che sembrano piacere tanto all'industria casearia	307i
355e	that the dairy industry seems to enjoy.		
356e	It's dishonest. It's greenwashing.	È disonesto. È greenwashing.	308i
357e	The issue I've got is not with farmers.	Il problema non ce l'ho con gli allevatori.	309i
358e	The issue I've long had,	Il problema che ho da tempo	310i
359e	has been with farming leadership and the lack thereof.	è con chi sta ai vertici dell'industria e la loro assenza.	311i
360e	There's a complete level of just non-reality	C'è un vero e proprio velo di "non-realtà"	312i
361e	that pervades the dairy industry.	che pervade l'industria casearia.	313i
362e	We have environmental awards	Abbiamo pure dei premi ambientali	314i
363e	that are sponsored by fertilizer companies.	che sono sponsorizzati dalle industrie di fertilizzanti.	315i
364e	- The reality is that we're not clean.	- La verità è che non siamo puliti.	316i
365e	We might be green,	Saremo anche verdi, ma è solo perché	317i
366e	but it's just because		
367e	there's lot of fertilizer going on the grass	l'erba è talmente piena di fertilizzante da sembrare verde.	318i
368e	making it look green.		
369e	(bright music)	[musica gioiosa]	319i
370e	- [Announcer] New Zealanders really care	- [Pubblicità] <i>I neozelandesi hanno davvero a cuore l'ambiente.</i>	320i
371e	about the environment.		
372e	Even as one of the lowest emission	<i>Nonostante siamo già tra i produttori di latte con meno emissioni al mondo,</i>	321i
373e	dairy producers in the world,		
374e	we're continuing to work on new ways	<i>lavoriamo costantemente per ridurre il nostro impatto.</i>	322i
375e	to reduce our carbon footprint.		
376e	(whoosh)		
377e	- [Chris] Industry greenwashing was everywhere I looked.	[Chris] <i>Il greenwashing dell'industria era ovunque guardassi.</i>	323i
378e	This carbon zero milk (dramatic music)	[musica cupa] <i>Questo "latte a impatto zero"</i>	324i
379e	is less than 1% their total milk production,	<i>rappresenta meno dell'1% della loro produzione di latte totale,</i>	325i
380e	and it's achieved by buying carbon offsets	<i>ed è ottenuto pagando la compensazione del carbonio emesso,</i>	326i
381e	instead of actual emission reduction.	<i>invece che da una reale riduzione delle emissioni.</i>	327i
382e	Likewise, with their plant-based milk bottles,	<i>Così come hanno fatto con le bottiglie di origine vegetale,</i>	328i
383e	a container made from plants, not plastic.	<i>contenitori vegetali invece che di plastica.</i>	329i
384e	But otherwise the same old milk.	<i>Ma, per il resto, sempre il solito latte.</i>	330i
385e	- What the farming groups tend to hear	- Quello che i gruppi di allevatori tendono a sentire	331i

386e	is so much propaganda from their own industry	è talmente tanta propaganda da parte della loro stessa industria	332i
387e	and so little honest reality	e così poca onestà,	333i
388e	that they tend to be shocked when they first hear it	che sono talmente scioccati quando apprendono la verità	334i
389e	and they run back to the industry	che corrono dall'industria per sentire la versione rassicurante.	335i
390e	to get the story that suits.		
391e	- So it doesn't create the burning platform for change	– Quindi non si crea quella urgenza di cambiamento	336i
392e	that actually the real facts would demand.	di cui ci sarebbe veramente bisogno.	337i
393e	(suspenseful music) - I searched online	[musica cupa] [Chris] <i>Ho cercato in internet</i>	338i
394e	and saw that New Zealand's biggest greenhouse gas emitter	<i>e ho visto che il maggior produttore di gas serra in Nuova Zelanda è Fonterra,</i>	339i
395e	is Fonterra with a huge 22 million tonnes every year	<i>con ben 22 milioni di tonnellate all'anno.</i>	340i
396e	But if that seems bad, it gets worse.	<i>Ma purtroppo c'è di peggio.</i>	341i
397e	I found a report that shows Fonterra	<i>Ho trovato un rapporto che mostra che Fonterra</i>	342i
398e	are massively under-reporting their emissions.	<i>sta mentendo sull'entità le proprie emissioni.</i>	343i
399e	Instead of the 22 million tonnes that Fonterra claims	<i>Al posto dei 22 milioni di tonnellate che l'azienda dichiara,</i>	344i
400e	the researchers discovered it was over 44 million tonnes.	<i>i ricercatori ne hanno calcolati più di 44.</i>	345i
401e	That would mean Fonterra alone	<i>Questo significa che Fonterra da sola emette più dell'intera Svezia,</i>	346i
402e	produces more than the whole of Sweden,		
403e	a country with twice the population of Aotearoa.	<i>un Paese col doppio della popolazione dell'Aotearoa.</i>	347i
404e	I was surprised to find out that almost all dairy emissions	<i>Ero sorpreso nel vedere che quasi tutte le emissioni dell'industria casearia</i>	348i
405e	are from the cows themselves.	<i>derivano dalle mucche stesse.</i>	349i
406e	Methane comes from their digestive system	<i>Il metano viene prodotto dal loro apparato digerente</i>	350i
407e	and nitrous oxide comes from the soil	<i>e l'ossido di azoto viene prodotto dal suolo</i>	351i
408e	when effluent and fertilizers are broken down.	<i>quando è cosparso di liquami e fertilizzanti.</i>	352i
409e	- These animals produce gas, that's methane,	– Questi animali producono un gas, il metano,	353i
410e	and that's a very virulent greenhouse gas.	che è un gas serra molto aggressivo.	354i
411e	So CO2, everybody knows about,	La CO2, tutti la conoscono.	355i
412e	everybody knows about the burning of fossil fuel,	Tutti conoscono i combustibili fossili.	356i
413e	but people are not talking about the methane.	Ma non si parla mai del metano.	357i
414e	- Other countries	– In altri Paesi si possono vedere le ciminiere	358i
415e	you can see the smokestacks and the pollution pouring out.	e l'inquinamento che si disperde.	359i
416e	We've gotta remember, in New Zealand,	Ma pensiamo a tutte le fattorie e le fabbriche della Nuova Zelanda.	360i
417e	our farms and our factories.		

418e	(dramatic stings)	(tonfo drammatico)	361i
419e	- [Chris] It turns out that grass fed cows	[Chris] <i>Si è scoperto che le mucche nutrite ad erba</i>	362i
420e	produce more methane than grain fed cows.	<i>producono più metano delle mucche nutrite a graglie.</i>	363i
		[musica inquietante]	364i
421e	Methane has a global warming potential	<i>Il metano ha un'influenza sul riscaldamento globale</i>	365i
422e	that's 84 times stronger than CO2.	<i>84 volte maggiore di quella della CO2.</i>	366i
423e	(dramatic music) And one dairy cow	<i>E una mucca da latte produce circa 500 kg di metano.</i>	367i
424e	produces about 500 kilograms of methane.		
425e	I wanted to know what Fonterra's plan was	<i>Volevo capire qual era il piano di Fonterra</i>	368i
426e	to reduce these emissions on farms.	<i>per ridurre le emissioni delle fattorie.</i>	369i
427e	I was astounded to find out that the Zero Carbon Bill	<i>Ero scioccato nel vedere che il "Zero Carbon Bill"</i>	370i
428e	created an exemption for methane from farm animals,	<i>faceva un'esenzione per il metano prodotto dagli animali allevati,</i>	371i
429e	with only a 10% reduction required by 2030.	<i>richiedendo una riduzione di solo il 10% entro il 2030.</i>	372i
430e	(uneasy music plays)	[musica inquietante]	373i
431e	Despite this super low threshold,	<i>Nonostante questa soglia bassissima,</i>	374i
432e	Fonterra were forecasting no reduction at all	<i>Fonterra non prevedeva alcuna riduzione</i>	375i
433e	in emissions from cows.	<i>delle emissioni prodotte dalle mucche.</i>	376i
434e	So much for a climate emergency.	<i>Un po' troppo per essere in piena crisi climatica.</i>	377i
435e	- What do we want? - Climate reduction!	- Cosa vogliamo? - Meno emissioni!	378i
436e	- When do we want it? - Now!	- Quando lo vogliamo? - Adesso!	379i
437e	- [Chris] Along with the methane produced on farms,	[Chris] <i>Insieme al metano prodotto dalle fattorie,</i>	380i
438e	the dairy industry also creates emissions in other ways,	<i>l'industria casearia emette anche in altri modi,</i>	381i
439e	like using fertilizer made with fossil fuels	<i>come attraverso l'uso di fertilizzanti da combustibili fossili</i>	382i
440e	and coal to dehydrate milk. (ominous music)	<i>e di carbone per disidratare il latte.</i>	383i
441e	- There's just so little understanding	- <i>C'è ancora così poca consapevolezza</i>	384i
442e	of how much we are dependent on fossil fuels,	<i>su quanto siamo dipendenti dai combustibili fossili.</i>	385i
443e	not just for everything we do	<i>non solo nelle nostre azioni e nel nostro modo di viaggiare,</i>	386i
444e	and how we transport ourselves,		
445e	but in our food as well.	<i>ma anche nel nostro cibo.</i>	387i
446e	- And the fact that Fonterra alone is burning	- <i>E il fatto che Fonterra da sola</i>	388i
447e	410000 tonnes of coal every year to dehydrate milk	<i>bruci 410000 tonnellate di carbone all'anno per disidratare il latte,</i>	389i
448e	gives you a sense of the industrial scale		390i

449e	we've gone down industrial agriculture, big time,	ci dà il senso delle proporzioni industriali del nostro settore agricolo,	
450e	and we've got industrial-sized emissions.	che ha a tutti gli effetti le emissioni di un'industria.	391i
451e	(haunting electronic music) - Climate change is affecting	[musica inquietante] – Il cambiamento climatico sta influenzando	392i
452e	the world everywhere, it's happening now.	il mondo ovunque. In questo momento.	393i
453e	The ice is melting, sea levels are rising,	I ghiacci si stanno sciogliendo. I livello del mare si sta alzando.	394i
454e	floods and droughts and hurricanes	Inondazioni, siccità e uragani	395i
455e	are getting worse and more frequent.	sono sempre più violenti e frequenti.	
456e	What are the measures that will be taken	Che misure verranno adottate	396i
457e	to address that emergency?	per fronteggiare questa emergenza?	
458e	Practical measures, things that will actually happen?	Misure concrete, che vengano realmente adottate.	397i
459e	Not things that we just talk about.	Non solo chiacchiere.	398i
460e	We know we have to control emissions.	Sappiamo che dobbiamo monitorare le emissioni.	399i
461e	We know we shouldn't have billions of animals.	Sappiamo che non dovremmo allevare miliardi di animali.	400i
462e	(thunder cracks) (gentle music)	(rombo di tuono) [musica di suspense]	401i
463e	- [Chris] Emissions aren't the only major concern.	[Chris] <i>Le emissioni non sono l'unico grande problema.</i>	402i
464e	If water is the new gold,	<i>Se l'acqua è l'oro del futuro,</i>	403i
465e	we're not investing it very wisely.	<i>non la stiamo investendo saggiamente.</i>	
466e	Every year in Aotearoa,	<i>Ogni anno in Aotearoa,</i>	404i
467e	we're using 4.8 billion cubic meters of water	<i>usiamo 4.8 miliardi di metri cubi d'acqua</i>	
468e	for the dairy industry.	<i>per l'industria casearia.</i>	405i
469e	That's 11 times the water use	<i>È 11 volte l'acqua</i>	406i
470e	of the country's human population.	<i>che utilizza la popolazione del Paese.</i>	
471e	- Lot's of water is used	– Viene utilizzata tantissima acqua	407i
472e	to change vegetable to animal protein.	per convertire le proteine da vegetali ad animali.	408i
473e	Dwindling supplies of fresh water	La diminuzione delle risorse d'acqua	409i
474e	are important in New Zealand.	è notevole in Nuova Zelanda.	410i
475e	- Entire rivers are drying up in summer now	– Oggi interi fiumi si prosciugano in estate perché	411i
476e	because big, irrigating dairy farms	le grandi industrie casearie	412i
477e	are taking too much water from them.	prelevano troppa acqua per irrigare.	
478e	- [Chris] An example of this crazy high use	[Chris] <i>Per rendere l'idea di quest'uso smodato,</i>	413i
479e	is one dairy company taking more water	<i>una sola industria</i>	414i
480e	from the Waikato River	<i>preleva dal fiume Waikato</i>	
481e	than the whole city of Auckland	<i>più acqua dell'intera città di Auckland,</i>	415i
482e	with over 1.6 million people.	<i>con più di 1.6 milioni di abitanti.</i>	416i
483e	Regional councils around Aotearoa	<i>I consigli regionali dell'Aotearoa</i>	417i

484e	are responsible for enforcing regulations,	<i>avrebbero il compito di imporre delle restrizioni,</i>	418i
485e	but it seems they aren't quite doing their job properly.	<i>ma sembra che non stiano svolgendo il loro lavoro correttamente.</i>	419i
486e	(gentle guitar music)	[musica tranquilla]	420i
487e	I heard about someone who was taking on the fight	<i>Ho sentito di una persona che stava combattendo in prima linea</i>	421i
488e	for better water monitoring,	<i>per un miglior monitoraggio dell'acqua:</i>	422i
489e	a former boxer who gave up his job to become a river ranger	<i>un ex pugile che si è licenziato per diventare un guardiano dei fiumi</i>	423i
490e	after discovering the river he'd swum in as a boy	<i>dopo aver scoperto che i fiumi in cui nuotava da ragazzo</i>	424i
491e	had been ruined by dairy effluent.	<i>erano stati rovinati dagli scarichi dell'industria casearia.</i>	425i
492e	- My uncle and I, we went out to our homestead,	- lo e mio zio eravamo tornati nella nostra proprietà.	426i
493e	we just couldn't believe how bad the river was.	Non riuscivamo a credere che il fiume fosse in quelle condizioni.	427i
494e	Fully urine, excrement from cattle,	Pieno di urina, escrementi del bestiame.	428i
495e	and the stench, the cattle everywhere.	E che puzza. Mucche dappertutto...	429i
496e	Yeah, and I started to cry, you know, at the enormity of it.	E mi sono messo a piangere, sai, per tutto questo.	430i
497e	I understood that day, it's totally unmonitored.	Ho capito quel giorno che non c'è alcun controllo.	431i
498e	So at that point in time in my life,	Così, in quel momento della mia vita,	432i
499e	I just decided to get myself a boat suitable,	ho deciso di procurarmi una barca idonea per navigare i fiumi	433i
500e	just for rivers, just try and do some reporting.	e provare a fare qualche investigazione.	434i
501e	DairyNZ and Fonterra say, "Oh, we're 97.5% fenced off now."	DairyNZ e Fonterra dicono "Beh, adesso siamo recintati al 97.5%".	435i
502e	Ah, but is your fence fit for purpose?	Ah, e il vostro recinto è adatto allo scopo?	436i
503e	Many farmers raising both sides of their fence,	Molti allevatori alzano entrambi i lati dei recinti.	437i
504e	so they open their gate and put the cattle on the riverbank.	Aprono tutto e mettono il bestiame sulle rive dei fiumi.	438i
505e	One of the river water quality tests I done	Un test sull'acqua di fiume che ho fatto qui alle cascate Whangarei	439i
506e	up at the Whangarei Falls up here,		
507e	it was 10 times over the safe limit for swimming.	aveva un valore 10 volte più alto della soglia di sicurezza per nuotare.	440i
508e	- So this water looks nice, but is that not the case?	- [Chris] Quindi, quest'acqua sembra pulita, ma non è così?	441i
509e	- You can't drink it.	- Non è potabile.	442i
510e	You'd have to think twice	Dovresti pensarci due volte prima di lasciarci nuotare i tuoi figli.	443i
511e	about letting your kids swim in it.		
512e	Nitrate is huge. You know, huge problem.	L'azoto, sai, è un enorme problema.	444i
513e	We can't see it.	Non lo vediamo.	445i
514e	It's penetrating through the ground to the rivers.	Penetra nel suolo e arriva al fiume.	

515e	Aotearoa has got a problem with water quality. For sure.	L'Aotearoa ha un problema di qualità dell'acqua. Questo è certo.	446i
516e	- [Chris] After talking with Millan,	[Chris] <i>Dopo aver parlato con Millan,</i>	447i
517e	I wanted to find out why nitrates seemed to be	<i>volevo capire perché l'azoto sembrava essere</i>	448i
518e	one of the biggest issues for water quality.	<i>uno dei principali problemi per la qualità dell'acqua.</i>	449i
519e	- In nature, all plants need nitrogen to grow,	- In natura, tutte le piante necessitano di azoto per crescere,	450i
520e	but nature will provide it for us if we let it.	ma la natura ce lo fornisce se glielo permettiamo.	451i
521e	Instead, big agribusinesses (haunting music)	[musica inquietante] Invece, colossi dell'agroalimentare	452i
522e	like Ravensdown and AB (ndt. Agri) Balance here in New Zealand,	come Ravensdown e Agri-Balance qui in Nuova Zelanda	453i
523e	sell synthetic nitrogen fertilizer.	vendono fertilizzanti azotati sintetici.	454i
524e	New Zealand holds the dishonorable title	La Nuova Zelanda vanta lo sfortunato titolo	455i
525e	of having increased synthetic fertilizer use	di aver intensificato l'uso di fertilizzanti sintetici	456i
526e	more than any other OECD nation since 1990.	più di ogni altro Paese dell'OCSE dal 1990.	457i
527e	- All through nature for the 10000 years	- In tutti i 10000 anni in cui l'uomo si è occupato di agricoltura,	458i
528e	that humans have been doing agriculture,		
529e	it's about natural balances.	è stato in equilibrio con la natura.	459i
530e	What we've done now is a one way system	Quello che abbiamo ora è un sistema unidirezionale,	460i
531e	where the way we have so many cows	in cui la causa di così tante mucche	461i
532e	is we put heaps of synthetic nitrogen fertilizer on	è che usiamo un mucchio di fertilizzanti azotati sintetici	462i
533e	made from fossil fuels.	prodotti con combustibili fossili.	463i
534e	We're the biggest importer of palm kernel in the world.	Siamo i principali importatori di semi di palma al mondo.	464i
535e	So we put all of this stuff on the farm	Cospargiamo le fattorie di questa roba	465i
536e	to have this really high stocking rate.	per avere questa enorme densità di bestiame.	466i
537e	We could never have that stocking rate	Non potremmo mai avere così tanti animali	467i
538e	without all these inputs.	senza tutte queste spinte esterne.	468i
539e	And so, the more you pour into a farming system	Così, più imbottisci il sistema dall'esterno,	469i
540e	from the outside, the more leaks out the bottom,	più questo comincerà a gocciolare dal basso.	470i
541e	and the leaking out the bottom	E le perdite che stiamo vedendo	471i
542e	we're seeing as (ndt. has) the impacts on our waterways.	hanno un grande impatto sui nostri corsi d'acqua.	472i
543e	If nitrate turned our rivers red,	Se l'azoto colorasse i fiumi di rosso,	473i
544e	you know, we wouldn't have the problem.	beh, non esisterebbe il problema.	474i
545e	It's only 'cause people can't see it	È solo perché le persone non possono vederlo	475i
546e	they don't know is there.	che non sanno che c'è.	476i

547e	(dramatic music)	[musica cupa]	477i
548e	As you get more nitrate in drinking water,	Più azoto arriva nell'acqua potabile,	478i
549e	the chances of getting colorectal cancer	più le possibilità di ammalarsi di cancro al colon-retto	479i
550e	and a bunch of other things,	e un altro po' di cose,	480i
551e	but we'll just talk about the colorectal cancer for a start,	ma per adesso ci concentriamo sul cancro al colon-retto,	481i
552e	really increase.	aumentano significativamente.	482i
553e	(bubbles gloop) We've got nitrate levels	I livelli di azoto nell'acqua potabile	483i
554e	just ramping up in drinking water in Canterbury.	sono in vertiginoso aumento nella regione di Canterbury.	484i
555e	- So in Canterbury, where I'm from,	- In Canterbury, da dove vengo,	485i
556e	we have the highest stocking rates in the country	abbiamo la più alta densità di bestiame del Paese	486i
557e	and the highest rates of the use of synthetic fertilizer.	e il più alto tasso di utilizzo di fertilizzanti sintetici.	487i
558e	We are already seeing drinking wells	Ci sono già pozzi d'acqua potabile con livelli di inquinamento	488i
559e	showing up levels that are associated		
560e	with an increased risk of colorectal cancer.	associati a un aumento del rischio di cancro al colon-retto.	489i
561e	(loud drip)		
562e	In rural Canterbury,	Nella zona rurale della regione,	490i
563e	pregnant mothers are being advised by health officials	i funzionari sanitari hanno raccomandato alle donne incinte	491i
564e	that they need to get their private drinking water tested	di far testare la propria acqua domestica	492i
565e	for fear that it will cause fatal blue-baby syndrome	per paura che possa causare la fatale "sindrome del bambino blu",	493i
566e	from increased nitrate contamination.	a causa della contaminazione da azoto.	494i
567e	It's not just dirty rivers that we are talking about here.	Non si tratta solo di sporcizia dei fiumi.	495i
568e	We're talking about people's health and wellbeing.	Stiamo parlando della salute e del benessere delle persone.	496i
569e	(dramatic sting) (upbeat guitar music)	(rombo di tuono in lontananza) [musica decisa]	497i
570e	- I needed to talk with someone at Fonterra	[Chris] <i>Dovevo assolutamente parlare con qualcuno di Fonterra</i>	498i
571e	about everything I'd learned so far.	<i>di tutto quello che avevo scoperto.</i>	499i
572e	I decided the only option was to just turn up	<i>Ho deciso che l'ultima spiaggia era presentarmi lì</i>	500i
573e	and see who I could find.	<i>e vedere chi potevo trovare.</i>	501i
574e	We're working on a documentary.	- [Chris] Stiamo lavorando ad un documentario.	502i
575e	We're wondering if we could speak to someone from Fonterra	Ci chiedevamo se fosse possibile parlare con qualcuno di Fonterra	503i
576e	who can represent New Zealand dairy industry	che possa rappresentare l'industria casearia neozelandese,	504i
577e	to have a chat with us. - Okay, yeah.	per fare una chiacchierata con noi. - Uhm, ok, sì.	505i
578e	- I'll probably ask Kayley about that.	Dovrei chiedere a Kayley per questa cosa.	506i

579e	- Okay.	- Va bene.	507i
580e	I wanted someone to front up	[Chris] <i>Volevo qualcuno che ci mettesse la faccia</i>	508i
581e	and answer the question I had for them	<i>e rispondesse alle domande che avevo,</i>	509i
582e	that no one else could answer.	<i>a cui nessuno voleva rispondere.</i>	510i
583e	- If you can just pop onto your- (ndt. our website)	- Ehm, se vuoi, puoi andare sul nostro sito (indistinto)	511i
584e	- But instead I was asked to leave another message.	[Chris] <i>Ma invece mi hanno chiesto di lasciare l'ennesimo messaggio.</i>	512i
585e	Website of Facebook?	- [Chris] Sito web o Facebook?	513i
586e	Can't say I didn't see that coming.	[Chris] <i>Non posso dire che non me l'aspettassi.</i>	514i
587e	(phone beeps)		
588e	I'd already called the number they gave me a few times	<i>Avevo già chiamato diverse volte il numero che mi avevano dato</i>	515i
589e	and hadn't heard back from anyone,	<i>e non mi aveva risposto nessuno,</i>	516i
590e	but, I left one last message anyway.	<i>ma ho comunque lasciato un ultimo messaggio.</i>	517i
591e	"Sustainability and social responsibility	- [Chris] "La sostenibilità e la responsabilità sociale	518i
592e	are a fundamental part of the way Fonterra operates."	sono una parte fondamentale dell'operato di Fonterra".	519i
593e	(bright music) - Dairy is important	[musica per bambini] - [Pubblicità] <i>Il latte è importante</i>	520i
594e	for good nutrition, especially in young growing bodies.	<i>per una corretta alimentazione, specialmente quella dei bimbi in crescita.</i>	521i
595e	Fonterra milk for schools helps make sure	<i>La nostra campagna "Latte per le Scuole"</i>	522i
596e	primary school kids in New Zealand	<i>si assicura che i bambini delle scuole primarie in Nuova Zelanda</i>	523i
597e	not only get to enjoy our milk,	<i>possano non solo godere del nostro latte,</i>	524i
598e	but also learn about the nutritional power it has.	<i>ma anche conoscere tutto il suo potere nutrizionale.</i>	525i
599e	(whoosh)	[musica di suspense]	526i
600e	- [Chris] With all the claims to be producing healthy food	[Chris] <i>Nonostante le affermazioni su quanto i loro prodotti siano salutari,</i>	527i
601e	I wanted to know if this was the reality	<i>volevo scoprire se era la verità o solo l'ennesima illusione.</i>	528i
602e	or just another illusion. (dramatic music)		
603e	So I contacted some health professionals to find out.	<i>Così, ho contattato alcuni professionisti sanitari per scoprirlo.</i>	529i
604e	- It's not beneficial, not required,	- Non porta beneficio, non è necessario ed è associato a molte malattie.	530i
605e	associated with lots of diseases.		
606e	The science is there, it's just,	La scienza è lì, basta solo che la gente abbia voglia di aggiornarsi.	531i
607e	we need people to catch up with the science.		
608e	(- [Chris]) So industry often talks a lot about calcium.	- [Chris] Poi, spesso l'industria parla del calcio.	532i
609e	You gotta drink milk because it's a good source of calcium,	"Devi bere il latte perché è un'ottima fonte di calcio".	533i

610e	but I think they are kind of moving away from that.	Ma credo che si stiano staccando abbastanza da questa idea.	534i
611e	A lot of those old ideas they've cunningly backed off.	– Un mucchio di vecchie credenze che ci hanno dato a bere.	535i
612e	Unfortunately, of course, the damage has been done	Purtroppo, ovviamente, il danno è fatto,	536i
613e	because that's what a lot of people, I guess,	perché è quello che molte persone, suppongo anche della mia età,	537i
614e	even my age learned when we were kids.	hanno imparato già da piccole.	538i
615e	- In fact,	– Di fatto, quello che si osserva è che i Paesi	539i
616e	what we see is that the countries that eat		
617e	the highest amount of calcium	dove si consumano le maggiori quantità di calcio	540i
618e	have the highest rates of hip fractures and osteoporosis.	hanno una maggior tendenza a fratture dell'anca e all'osteoporosi.	541i
619e	- [Chris] A New Zealand based study clearly shows	[Chris] <i>Uno studio condotto in Nuova Zelanda</i>	542i
620e	there's no evidence that	<i>mostra chiaramente che non c'è evidenza scientifica</i>	543i
621e	increasing calcium from dietary sources prevents fractures.	<i>che l'aumento di calcio nella dieta prevenga le fratture.</i>	544i
622e	Yet, that's what most health professionals	<i>Eppure, è quello che la maggior parte dei professionisti sanitari ancora ci dice.</i>	545i
623e	are still telling us.		
624e	- I think it would be very, very beneficial	– Penso che potrebbe essere davvero, davvero vantaggioso,	546i
625e	for society as a whole	per la società intera,	547i
626e	if doctors were trained in nutrition, but they're not.	se i dottori fossero istruiti in nutrizione, ma non lo sono.	548i
627e	They get very limited amounts of nutrition training.	La loro istruzione prevede solo una conoscenza molto limitata di nutrizione.	549i
628e	So basically what they teach is what's the popular opinion.	Quindi, in poche parole, quello che insegnano è l'opinione popolare.	550i
629e	- The main issue is that	[musica inquietante] Il problema principale	551i
630e	the majority of the world's population	è che la maggior parte della popolazione mondiale	552i
631e	cannot digest the lactose in milk,	non digerisce il lattosio nel latte.	553i
632e	particularly in Southeast Asia.	– In particolare nel Sud-est asiatico.	554i
633e	And there's good evidence that in the Pacific and Māori,	Ed è emerso con certezza che le popolazioni del Pacifico e i Māori	555i
634e	there's higher rates of lactose intolerance,	tendano maggiormente all'intolleranza al lattosio.	556i
635e	but also it increases the amount of mucus	Aumenta anche la quantità di muco e il rischio di sinusiti.	557i
636e	and sinus inflammation that people get.		
637e	Kids are very vulnerable to it.	I bambini ne sono molto vulnerabili.	558i
638e	If they can cut out the dairy,	Se eliminassero i latticini, potrebbero reagire davvero velocemente.	559i
639e	they can really respond very quickly.		
640e	- We know that there's numerous issues with dairy.	– Sappiamo esserci diversi problemi legati al consumo di latticini.	560i
641e	That is one of the things that really annoys me	È una delle cose che più mi infastidisce del programma "Latte per le Scuole".	561i

642e	about the milk in schools.		
643e	The implication by having the milk in there	L'implicazione del trovare il latte lì	562i
644e	is that this is something that's healthy,	è che per loro rappresenterà qualcosa di sano, che dovrebbero assumere.	563i
645e	that they should be eating.		
646e	There's a very good chance that it's actually hurting them.	C'è una buona probabilità che invece faccia loro del male.	564i
647e	(bright music) - Fonterra milk for schools	[musica allegra] - [Pubblicità] "Latte per le Scuole"	565i
648e	is one of the best ways we can look out for our communities,	è uno dei modi migliori che abbiamo di prenderci cura delle nostre comunità,	566i
649e	nurturing the next generation	<i>crescendo le generazioni future</i>	567i
650e	by sharing the natural goodness of dairy.	<i>tramite la condivisione della naturale bontà del latte.</i>	568i
651e	We are Fonterra and this is Dairy for Life.	<i>Noi siamo Fonterra e questo è "Latte per la Vita".</i>	569i
652e	- They want you to start off young	- Vogliono che cominci da piccolo,	570i
653e	and they want to get into the minds of our youth population	[musica di suspense] vogliono insinuarsi nella mente dei giovani.	571i
654e	so that once you've got that (suspenseful music)	Così che, quando avranno legato la persona al prodotto,	572i
655e	person hooked on your product,		
656e	they're gonna be a customer for life.	questa sarà cliente per sempre.	573i
657e	- [Chris] In the 300000 year history of modern humans,	[Chris] <i>Nei 300000 anni di storia dell'uomo moderno,</i>	574i
658e	the earliest people drank milk from other animals	<i>le prime popolazioni a bere il latte di altri animali</i>	575i
659e	was only 10000 years ago.	<i>sono vissute solo 10000 anni fa.</i>	576i
660e	Humans are the only species that drinks milk after infancy	<i>Gli umani sono l'unica specie che continua a bere latte dopo l'infanzia</i>	577i
661e	and the only ones that take milk from other animals.	<i>e l'unica che prende il latte da altre specie animali.</i>	578i
662e	Cows were the obvious choice in most places.	<i>Le mucche erano la scelta più ovvia nella maggior parte dei luoghi.</i>	579i
663e	But if our aim was to get a milk supply	<i>Ma se il nostro intento fosse quello di sostituire il nostro latte</i>	580i
664e	with similar nutrition to our own,	<i>con altri simili a livello nutrizionale,</i>	581i
665e	we could have gone with zebra milk,	<i>avremmo potuto optare per il latte di zebra</i>	582i
666e	or maybe even chimpanzee milk.	<i>o anche quello di scimpanzé.</i>	583i
667e	But I guess that's not so easy.	<i>Ma suppongo non sia altrettanto facile.</i>	584i
668e	(chimp screeches) What about dog milk	(scimpanzè strilla) <i>Perché non quello di cane,</i>	585i
669e	for convenience and an extra boost of protein?	<i>per comodità e per una dose extra di proteine?</i>	586i
670e	(dog barks)	(cane guaisce)	587i
671e	Not sure if Fonterra could sell that idea though.	<i>Non credo che Fonterra riuscirebbe a vendere questa idea, però.</i>	588i
672e	And we aren't even meant to consume high amounts of protein.	<i>E non siamo nemmeno progettati per consumare grosse quantità di proteine.</i>	589i

673e	Human milk is perfectly designed for us	<i>Il latte umano è pensato appositamente per noi</i>	590i
674e	and has the lowest protein amount of any mammal's milk.	<i>ed ha il quantitativo proteico più basso di qualsiasi altro latte.</i>	591i
675e	- [Luke] Everything that's contained	- [Luke] Tutto ciò che è contenuto	592i
676e	in any of these dairy products or in any animal product,	in questi prodotti caseari o in qualsiasi altro derivato animale,	593i
677e	with the exception of vitamin B12 of course,	ad eccezione della vitamina B12, ovviamente,	594i
678e	comes from the plants essentially.	deriva essenzialmente dalle piante.	595i
679e	And so by having the animals eat them first,	Quindi, far assumere questi nutrienti agli animali	596i
680e	and then us eating the animals,	e poi mangiare gli animali	597i
681e	it's a very inefficient way of us getting to that nutrition,	è un modo molto inefficiente di arrivare a quei nutrienti,	598i
682e	which we could have just got	che potremmo	599i
683e	from the plants in the first place.	direttamente prendere dalle piante.	
684e	We don't need to filter our nutrition through animals.	Non ci serve filtrare i nutrienti attraverso gli animali.	600i
685e	We'd do a lot better going	Faremmo molto meglio ad accedere	601i
686e	straight to the source of nutrition in the first instance.	direttamente alla fonte di nutrimento.	
687e	- [Chris] It makes sense that we can skip the middle cow	[Chris] <i>Avrebbe senso che saltassimo la mucca nel mezzo,</i>	602i
688e	like our early ancestors did.	<i>come facevano i nostri antenati.</i> [musica inquietante]	603i
689e	And it turns out we also filter other things through cows	<i>E sappiamo che attraverso le mucche assumiamo anche altro,</i>	604i
690e	like antibiotics and hormones.	<i>come antibiotici e ormoni.</i>	605i
691e	- They're routinely fed antibiotics.	- Assumono regolarmente antibiotici.	606i
692e	The bacteria build up resistance	Il batterio sviluppa una resistenza	607i
693e	and people have already died from a small cut,	e qualcuno è già morto	608i
694e	which becomes infected, (suspenseful music)	anche solo per un piccolo taglio infetto,	
695e	and there just isn't an antibiotic strong enough to cure it.	perché non c'era un antibiotico abbastanza forte da curare l'infezione.	609i
696e	It's one of the big fears in medicine	È una delle grandi paure della	610i
697e	that we're gradually reducing	medicina, che si riduca gradualmente	
698e	the number of antibiotics that can be effective.	il numero di antibiotici in grado di fare effetto.	611i
699e	- [Chris] Antibiotics are often used for mastitis,	[Chris] <i>Gli antibiotici sono spesso usati per la mastite,</i>	612i
700e	a common and painful inflammation of the udder	<i>un'inflammation comune e dolorosa della mammella</i>	613i
701e	that causes white blood cells to leach into milk.	<i>che causa la presenza di globuli bianchi nel latte.</i>	614i
702e	A liter of milk can have up to 400 million of these cells	<i>Un litro di latte può avere fino a 400 milioni di queste cellule</i>	615i
703e	before it's considered unfit for people to drink.	<i>prima che venga considerato inadatto al consumo umano.</i>	616i

704e	- Given that it's got these kinds of things in there,	- Dal momento che ci sono dentro questi tipi di sostanze,	617i
705e	is there really something you wanna be consuming	è davvero qualcosa che vogliamo consumare da un altro animale?	618i
706e	from another animal?		
707e	The processing that they have	Viene processato perché si tratta di un prodotto caseario.	619i
708e	is because it's a dairy product, you know?		
709e	It's got a lot of stuff in there that can make you sick.	È pieno di sostanze che possono farti ammalare.	620i
710e	Everyone knows what it smells like after it's been,	Tutti conosciamo l'odore del latte quando è stato	621i
711e	you know, left out for a day or two.	lasciato fuori dal frigo per un paio di giorni.	622i
712e	It's nasty.	È vomitevole.	623i
713e	- This is not a food that was ever designed	- Non è un cibo progettato per stare all'interno del corpo umano.	624i
714e	to be inside a human being.		
715e	Cause you've got these cows, they're pregnant,	Perché queste mucche sono incinte	625i
716e	they're lactating at the same time	e producono latte allo stesso tempo,	626i
717e	so the female hormones in dairy cow	quindi gli ormoni femminili prodotti dalla mucca	627i
718e	are really, really high.	sono davvero, davvero alti.	628i
719e	And so you've got things like estrogens	E quindi ti ritrovi ad assumere anche gli estrogeni	629i
720e	which is in the milk.	che sono nel latte.	630i
721e	What this also does is it will	Un'altra conseguenza è la crescita molto veloce di cellule anomale.	631i
722e	grow cells that are abnormal really quickly.		
723e	- That's probably one of the reasons why	[musica cupa] - È probabilmente uno dei motivi per cui	632i
724e	it is associated with hormone sensitive cancers.	è associato ai tumori ormono-sensibili.	633i
725e	So that's your prostate cancer, breast cancer.	Vedi il tumore alla prostata o al seno.	634i
726e	- Definitely a very strong link with prostate cancer,	- Senza dubbio c'è una forte correlazione col tumore alla prostata,	635i
727e	possibly even stronger than there is	potenzialmente anche maggiore di quella tra fumo e cancro ai polmoni.	636i
728e	with smoking and lung cancer. (suspenseful music)		
729e	It's full of stuff that blows up a small calf	È pieno di sostanze in grado di trasformare un vitellino	637i
730e	into a huge cow within, you know, a year or so.	in una mucca gigantesca in qualcosa come un anno.	638i
731e	- [Chris] One study found that even	[Chris] <i>Uno studio ha dimostrato</i>	639i
732e	moderate amounts of dairy milk consumption	<i>che il consumo anche di piccole quantità di latte di mucca</i>	640i
733e	can increase women's risk of breast cancer up to 80%.	<i>può aumentare il rischio di cancro al seno di circa l'80%.</i>	641i
734e	And yet this isn't even mentioned	<i>Eppure, non è nemmeno menzionato</i>	642i

735e	on our national Breast Cancer Foundation website	<i>nel nostro sito nazionale della Fondazione Tumori al Seno,</i>	643i
736e	who are still promoting dairy products,	<i>che, anzi, ne promuove il consumo,</i>	644i
737e	saying they're important for bone health,	<i>dicendo che giova alla salute delle ossa.</i>	645i
738e	that same old idea.	<i>Il solito vecchio mito.</i>	646i
739e	- People need to be informed of what they're buying	- La gente deve essere informata sui rischi di ciò che compra.	647i
740e	and the risks of it.		
741e	- Why would you promote anything that's been associated	- Perché promuovere qualcosa che è associato ad una qualsiasi forma di cancro?	648i
742e	with any kind of cancer? (ominous sting)		
		(tonfo drammatico)	649i
743e	(suspenseful music)	[musica malinconica]	650i
744e	- These conversations made me think of my own family	[Chris] <i>Queste conversazioni mi hanno fatto pensare alla mia famiglia</i>	651i
745e	and the loved ones I've lost.	<i>e alle persone care che ho perso.</i>	652i
746e	Māori men are 70% more likely to die from prostate cancer	<i>Gli uomini Māori hanno il 70% di probabilità in più</i>	653i
747e	than non-Māori.	<i>di morire di tumore alla prostata rispetto ai non-Māori</i>	654i
748e	And if the link between	<i>E se il collegamento tra consumo di latte e tumore alla prostata</i>	655i
749e	dairy consumption and prostate cancer was common knowledge,	<i>fosse cosa nota, forse avrei potuto conoscere mio nonno.</i>	656i
750e	maybe I could have met my grandfather.		
751e	The more I thought about it,	<i>Più ci pensavo, più mi sembrava strano il solo fatto che consumassimo il latte.</i>	657i
752e	the stranger it seemed that we even consume dairy at all.		
753e	Māori have historically been some of the tallest,	<i>I Māori sono sempre stati tra le persone più alte,</i>	658i
754e	strongest, fittest people on the planet	<i>più forti ed in forma del pianeta</i>	659i
755e	and we didn't have dairy until Europeans showed up.	<i>e non avevamo nemmeno il latte prima dell'arrivo degli europei.</i>	660i
756e	So we obviously don't need it to be healthy.	<i>Quindi chiaramente non ci serve per essere in salute.</i>	661i
757e	Dairy been marketed to us as a healthy food	<i>Il fatto che il latte sia venduto a noi come "cibo sano",</i>	662i
758e	ignores our history.	<i>ignora la nostra storia.</i>	663i
759e	Chronic disease was almost unheard of before colonization,	<i>Le malattie croniche erano quasi sconosciute prima della colonizzazione,</i>	664i
760e	but now, with one of the highest	<i>ma adesso, che siamo uno dei popoli che consuma più latte al mondo,</i>	665i
761e	dairy consumption rates in the world,		
762e	Māori suffer from higher rates of diabetes,	<i>i Māori hanno una maggior tendenza al diabete,</i>	666i
763e	heart disease and cancers.	<i>alle malattie cardiovascolari e al cancro.</i>	667i
764e	(haunting music fades)	[musica malinconica finisce]	668i
765e	Hello, Chris speaking.	- Pronto, qui Chris.	669i
766e	- [Philippa] Chris. Hi.	- [Philippa] <i>Chris, ciao!</i>	670i

767e	This is Philippa from Fonterra. How are you?	<i>Sono Philippa di Fonterra. Come stai?</i>	671i
768e	- Philippa? Hi, yeah, I'm good, thanks.	- [Chris] Philippa? Ciao. Tutto bene, grazie.	672i
769e	We're really hoping to get someone	Speriamo davvero che qualcuno di Fonterra accetti di parlare con noi.	673i
770e	from Fonterra to talk to us.		
771e	Does that sound like - mm-hmm.	Credi di... - [Philippa] <i>Mm-hmm.</i>	674i
772e	- Something you'd be able to help us with?	- [Chris] ... di poterci aiutare con questo?	675i
773e	- [Philippa] New Zealand's dairy industry	- [Philippa] <i>L'industria lattiero-casearia neozelandese</i>	676i
774e	is the most sustainable in the world.	<i>è la più sostenibile al mondo.</i>	677i
775e	And actually the farming practices here	<i>E in realtà le nostre pratiche di allevamento sono le meno efficienti...</i>	678i
776e	are the least emissions efficient,		
777e	sorry, the most emissions efficient out of any in the world.	<i>Ehm, scusa, le più efficienti nelle emissioni nel mondo.</i>	679i
778e	- But what are we noticing as well	- Ma vediamo anche cosa sta succedendo ai nostri corsi d'acqua	680i
779e	is what's happening to our waterways.		
780e	What's happening to that footprint	e le conseguenze dell'impatto dei gas serra prodotti dal vostro settore.	681i
781e	of greenhouse gas emissions coming out of the sector.		
782e	(gentle guitar music)	[musica tranquilla]	682i
783e	I was asked to email them again with the same information	[Chris] <i>Mi hanno chiesto di mandargli l'ennesima email con le solite informazioni</i>	683i
784e	and realized that to get some honesty	<i>e ho capito che per avere un po' di onestà</i>	684i
785e	I had to find farmers to talk with instead.	<i>dovevo andare a parlare con gli allevatori.</i>	685i
786e	I was surprised with what I found out	<i>Ero sorpreso da quel che era venuto fuori</i>	686i
787e	about life on a farm.	<i>riguardo alla vita in fattoria...</i>	687i
788e	- The family's been farming here for 95-odd years,	- La nostra famiglia alleva qui da circa 95 anni	688i
789e	and we've always dairy farmed here.	e abbiamo sempre prodotto latte.	689i
790e	(gentle music)	[musica tranquilla]	690i
791e	I was born here and yeah, I'll probably die here.	Sono nato qui e... probabilmente morirò qui.	691i
792e	(chuckles) Hopefully. But not too soon!	(risata) Si spera. Ma non troppo presto!	692i
793e	We work seven days a week.	Lavoriamo sette giorni su sette.	693i
794e	We're up at 3.30, 4.00 in the morning,	Siamo in piedi per le 3.30 - 4.00 del mattino.	694i
795e	home by six o'clock, maybe at night,	A casa per le 18 o anche di notte.	695i
796e	worse in the spring.	Peggio in primavera.	696i
797e	Lucky if you get a bit of breakfast	Fortunati se riusciamo a fare un po' di colazione la mattina,	697i
798e	in the morning, some days, you know, it's full on.	in certi giorni, sai, non c'è respiro!	698i
799e	And with all the other, you know,	E con tutto il resto, sai...	699i
800e	everything coming at you from all sides, nah,	tutti che ti stressano da ogni parte, nah.	700i

801e	the motivation to be continuing to dairy farm is gone.	La motivazione a continuare ad allevare non c'è più.	701i
802e	(haunting music)	[musica inquietante]	702i
803e	If people aren't appreciative of what you're doing,	Se la gente non è riconoscente per quello che fai,	703i
804e	then the motivation disappears pretty quick.	allora la motivazione scompare molto velocemente.	704i
805e	And then, you don't see a vat full of milk to feed people.	E così non vedi più una vasca di latte, che sfamerà delle persone.	705i
806e	You see a vat full of money.	Vedi una vasca di soldi.	706i
807e	Now talk about sustainability.	Riguardo alla sostenibilità...	707i
808e	No one considers the sustainability to the farmers,	Nessuno considera la sostenibilità... Per gli allevatori.	708i
809e	the sustainability of human, um, life, because a farmer,	La sostenibilità della... Ehm...	709i
		Vita umana.	710i
810e	it's not sustainable if farmers are all hanging themselves	Perché la vita di un allevatore non è sostenibile	711i
811e	left, right and center or,	se deve continuamente correre a destra e a sinistra	712i
812e	or sort of letting your farm go to wrack and ruin because	o tipo... lasciare che la sua fattoria vada in rovina perché	713i
813e	they just have lost the plot and don't care anymore.	ha perso la testa e non gli frega più di nulla.	714i
814e	And that's happening.	Ed è questo che sta accadendo.	715i
815e	It's a reality I know it's happening,	È la realtà, so che sta succedendo.	716i
816e	and that's gotta be a crucial part of sustainability.	E sarà una parte cruciale della sostenibilità.	717i
817e	And that's why I feel	Ecco perché credo che,	718i
818e	if dairying's getting too much for people,	se il latte sta diventando troppo pesante per le persone,	719i
819e	then perhaps dairying's not the game you should be in.	allora forse non si dovrebbe più giocare a questo gioco.	720i
820e	(traffic hums along) (haunting music)	[musica inquietante]	721i
821e	- Another farmer was willing to talk about his experience	[Chris] <i>Un altro allevatore aveva voglia di raccontarci la sua esperienza</i>	722i
822e	with the bacterial disease mycoplasma bovis.	<i>con l'infezione da parte del batterio Mycoplasma Bovis.</i>	723i
823e	The Ministry for Primary Industries	<i>Il Ministero per l'Industria Primaria sta cercando di debellarlo,</i>	724i
824e	is attempting to eradicate it, at any cost.	<i>ad ogni costo.</i>	725i
825e	- If MPI finds one of your animals	- Se il Ministero trova un tuo animale	726i
826e	with the disease of mycoplasma bovis,	con il batterio Mycoplasma Bovis,	727i
827e	they kill everything, everything.	Li uccide tutti. Tutti.	728i
828e	I've had 34 years in this industry	Sono 34 anni che lavoro in questa industria	729i
829e	and I go during the middle of the night to check on my cows	e vado in piena notte a sorvegliare le mie mucche	730i
830e	to make sure that the birth process is going all right,	per accertarmi che il parto stia procedendo bene.	731i

831e	and if there's a calf who's not well	E se c'è un vitello che non sta bene lo porto dentro e lo curo.	732i
832e	you get it inside and nurture it.		
833e	(haunting music) And then all of a sudden	[musica triste] E di punto in bianco	733i
834e	you've been told you have to kill these calves.	ti vengono a dire che devi uccidere quei vitelli.	734i
835e	And, oh that, I think that particularly afterwards	E...	735i
		Tutto questo...	736i
		È stato, soprattutto dopo...	737i
836e	it was very traumatizing.	è stato davvero traumatizzante	738i
837e	And I'm still not over it, actually.	E non l'ho ancora superata, in realtà.	739i
838e	- [Chris] So how many days did this take?	- [Chris] Quindi, quanti giorni ci hai messo a uccidere i vitelli?	740i
839e	You killing the calves?		
840e	- [Henk] Probably 80, 90 days.	- [Henk] Probabilmente 80 - 90 giorni.	741i
841e	- [Chris] How many calves do you think	- [Chris] Quanti vitelli pensi di aver ucciso al giorno?	742i
842e	you were killing per day?		
843e	- Some days might be one and some days might be six, seven.	Alcuni giorni uno, altri giorni anche sei, sette.	743i
844e	We had another farm as well	C'era anche un'altra fattoria qui affetta da Mycoplasma Bovis	744i
845e	affected with mycoplasma bovis and the farm manager there,	e anche quell'allevatore ha dovuto uccidere i vitelli.	745i
846e	he had to kill the calves on the farm there		
847e	and he was calving more cows that I was.	E lui aveva più vitelli di me.	746i
848e	Couldn't hack it anymore in the end	Alla fine, non ce la faceva più e...	747i
849e	and he tried to commit suicide.	E ha tentato il suicidio.	748i
850e	And, my son...	E... Mio figlio...	749i
851e	My son found him and got him out	Mio figlio lo ha trovato e...	750i
		Lo ha portato fuori e...	751i
852e	and now he's left New Zealand.	E ora ha lasciato la Nuova Zelanda.	752i
853e	He's gone. 23 year old.	Se n'è andato.	753i
		23 anni.	754i
854e	Fucked his life. For this.	La vita fottuta.	755i
		Per questo.	756i
855e	(haunting music)	[musica inquietante]	757i
		NEGLI ULTIMI 10 ANNI IN NUOVA ZELANDA 167 ALLEVATORI SI SONO TOLTI LA VITA	758i
856e	- Email from Fonterra.	- Email da Fonterra:	759i
857e	"Morning Chris,	"Buongiorno Chris, grazie dell'opportunità,	760i
858e	thanks for the opportunity, again, to be part of your video.	di nuovo, di partecipare al vostro video.	761i
859e	We currently have other opportunities	Al momento abbiamo altre opportunità	762i
860e	for our sustainability program	per il nostro programma di sostenibilità	763i
861e	and have decided that we won't be participating	e abbiamo deciso che non parteciperemo al documentario"	764i
862e	in your documentary."		

863e	Surely if sustainability is important for Fonterra,	Sicuramente, se la sostenibilità fosse importante per Fonterra,	765i
864e	then they can make time	troverebbero il tempo per una breve intervista con noi sulla sostenibilità.	766i
865e	for a short interview with us about sustainability.		
866e	I decided to give up trying to get answers from them.	[Chris] <i>Ho deciso che avrei rinunciato a cercare risposte da loro.</i>	767i
867e	Since they'd refused to talk,	<i>Visto che si erano rifiutati di parlare,</i>	768i
868e	I'd have to keep finding people who would.	<i>dovevo trovare qualcuno che l'avrebbe fatto.</i>	769i
869e	(gentle guitar music) There seemed to be	[musica tranquilla] <i>Sembrava esserci molto online</i>	770i
870e	a lot in the media about regenerative agriculture	<i>riguardo all'agricoltura rigenerativa, proposta come</i>	771i
871e	being the climate change solution everyone's hoping for,	<i>la soluzione al cambiamento climatico che tutti stavano aspettando</i>	772i
872e	and how healthy soil can actually store carbon.	<i>e di come un terreno sano riuscisse ad immagazzinare carbonio.</i>	773i
873e	- Carbon sequestration in the soil	- Il sequestro di carbonio da parte del suolo	774i
874e	is a really valuable, easy, cheap, you know,	è uno strumento veramente valido, semplice, economico e immediato	775i
875e	immediate tool that we can start employing	che possiamo iniziare ad impiegare per contrastare	776i
876e	in greenhouse gas emissions.	le emissioni di gas serra.	777i
877e	Farmers are not only on the front lines of change,	Non solo gli allevatori sono in prima linea per il cambiamento,	778i
878e	but they also represent our best opportunity	ma rappresentano anche la nostra migliore opportunità	779i
879e	to combat things like climate change.	per combattere cose come il cambiamento climatico.	780i
880e	They're the heroes of the story.	Sono gli eroi della storia.	781i
881e	- That sounded impressive. (soft electronic music)	[musica cupa] [Chris] <i>Sembrava notevole.</i>	782i
882e	But then I found a major	<i>Ma poi ho trovato un importante rapporto internazionale che non era d'accordo.</i>	783i
883e	international report that disagrees.		
884e	It shows that any carbon sequestration from grazing cows	<i>Mostrava che il sequestro di carbonio derivante dal pascolo delle mucche</i>	784i
885e	is substantially outweighed	<i>fosse notevolmente superato</i>	785i
886e	by the greenhouse gas emissions they generate.	<i>dalle emissioni di gas serra che loro stessi generavano.</i>	786i
887e	It turns out that selling that idea	<i>È chiaro che vendere questa idea come soluzione al cambiamento climatico</i>	787i
888e	as a climate change solution is just serving up a false hope.	<i>non fa che alimentare una falsa speranza.</i>	788i
889e	- There are too many cows on this planet	- Ci sono troppe mucche sul pianeta	789i
890e	and we can't keep farming them,	e non potremmo continuare ad allevarle	790i
891e	even if every single one of them is farmed regeneratively.	nemmeno se ognuna di esse fosse allevata in modo rigenerativo.	791i
892e	We cannot be having these land uses	Non possiamo continuare a sfruttare così il terreno,	792i
893e	which are all about producing milk,	al solo scopo di produrre latte	793i

894e	or all about producing meat.	o al solo scopo di produrre carne.	794i
895e	We have to diversify into plant-based production.	Dobbiamo diversificare la produzione con prodotti vegetali.	795i
896e	That's what the science is telling us.	È quello che ci sta dicendo la scienza.	796i
		[musica inquietante]	797i
897e	- Even plant-based foods transported	[Chris] <i>Anche i prodotti a base vegetale</i>	798i
898e	from the other side of the world	<i>trasportati da una parte all'altra del mondo</i>	799i
899e	are more carbon efficient than animal products.	<i>emettono meno carbonio dei prodotti animali.</i>	800i
900e	And I was surprised to see that one kilogram of cheese	<i>Ed ero sorpreso di vedere che un chilo di formaggio</i>	801i
901e	creates a staggering 21 kilos of emissions,	<i>produce ben 21 chilogrammi di emissioni,</i>	802i
902e	compared with about one kilo of emissions	<i>contro un chilo circa di emissioni</i>	803i
903e	from most vegetables and other plant-foods.	<i>prodotte della maggior parte dei prodotti a base vegetale.</i>	804i
904e	I also discovered there's a secret ingredient	<i>Ho anche scoperto che c'è un ingrediente segreto</i>	805i
905e	the industry uses that boosts milk production,	<i>che l'industria usa per intensificare la produzione di latte,</i>	806i
906e	causing even more devastation.	<i>causando ancor più devastazione.</i>	807i
907e	- Fonterra is selling New Zealand's milk as grass fed,	- Fonterra vende il latte neozelandese come "da erba"	808i
908e	seeming to forget that we're actually importing	e sembra dimenticare che importiamo due milioni e mezzo	809i
909e	two and a half million tonnes of palm kernel	di tonnellate di semi di palma per nutrire quelle mucche.	810i
910e	to feed those cows.		
911e	Fonterra's key supplier of PKE	Il principale fornitore di Fonterra	811i
912e	is linked to ongoing deforestation of tropical rainforest	è implicato nell'attuale deforestazione delle foreste pluviali tropicali	812i 813i
913e	and human right abuses.	e nella violazione dei diritti umani.	814i
914e	It's massively destroying habitat	Sta radendo al suolo gli habitat	815i
915e	for endangered species like the orangutan	di specie a rischio estinzione, come l'orangotango.	816i
916e	We are farming so many cows in New Zealand	Alleviamo così tante mucche in Nuova Zelanda,	817i
917e	that we've completely surpassed	che abbiamo di gran lunga superato ogni limite ambientale qui.	818i
918e	any kind of environmental limits here.		
919e	We're actually cutting down forests in Indonesia	Stiamo radendo al suolo le foreste in Indonesia	819i
920e	to feed a bloated dairy herd	per nutrire le mandrie spropositate	820i
921e	that is trashing our environment here,	che stanno distruggendo l'ambiente qui,	821i
922e	but also indebting dairy farmers who are holding around	ma anche indebitando gli allevatori,	822i
923e	collectively \$38 billion worth of debts.	che hanno un debito complessivo di 38 miliardi di dollari.	823i
924e	This industry is not working for anyone.	Questa industria non giova a nessuno.	824i
925e	(gentle music)	[musica di suspense]	825i

926e	- [Chris] It didn't make sense	[Chris] <i>Non aveva senso</i>	826i
927e	how farmers could be in so much debt.	<i>che gli allevatori fossero così indebitati.</i>	
928e	Why had this happened?	<i>Com'era potuto successo?</i>	827i
929e	And was Fonterra also in financial trouble?	<i>E anche Fonterra era in guai finanziari?</i>	828i
930e	- In the last 20 years,	- Negli ultimi 20 anni,	829i
931e	farmers have borrowed over 30 billion extra.	gli allevatori hanno preso in prestito oltre 30 miliardi di extra.	830i
932e	Dairy debt has gone up from,	Il debito, che nel 2000 era di circa 10 miliardi,	831i
933e	in 2000 it was about 10 billion.		
934e	It's now 40 billion.	è salito oggi a 40 miliardi.	832i
935e	There's a 400% increase in debt.	È una crescita del 400%.	833i
936e	- We now have so many people in New Zealand	- Oggi ci sono così tante persone in Nuova Zelanda	834i
937e	struggling under so much debt, irresponsible debt,	schiacciate da così tanti debiti, debiti irresponsabili,	835i
938e	that was given out just because	emessi solo perché l'industria casearia è estremamente potente, che sono in una posizione finanziaria	836i
939e	the dairy industry has so much clout,		
940e	and they're now in a financial position		
941e	that they don't know where to go,	in cui non sanno dove andare.	837i
942e	because how do you get out from millions of dollars of debt?	Perché come ti tiri fuori da un debito di milioni di dollari?	838i
943e	- Definitely that was a direction	- Sicuramente era una direzione	839i
944e	Fonterra went in a few years ago,	che Fonterra aveva preso, qualche anno fa,	840i
945e	when they were pushing for volume	quando stavano cercando di espandersi	841i
946e	that wasn't to everyone's agreement, definitely.	ma non tutti erano d'accordo, di sicuro.	842i
947e	And looking back it's like, "Wow, we were duped."	E, guardandoci indietro, siamo tipo "Wow, ci eravamo cascati!"	843i
948e	How did they pull that one over you may well ask, you know?	"Come gliel'hanno data a bere?", vi chiederete bene.	844i
949e	- We know that it's not economically problematic	- Sappiamo che non è un problema a livello economico	845i
950e	for dairy farmers to reduce stocking rates,	per gli allevatori ridurre i capi di bestiame,	846i
951e	but for Fonterra the opposite is true.	ma per Fonterra è proprio il contrario!	847i
952e	They have built a lot of milk dehydrators around the country	Hanno costruito molti essiccatori di latte in tutto il Paese,	848i
953e	that require a large volume of milk.	che necessitano di grandi volumi di latte.	849i
954e	So what works financially for the fancy Fonterra HQ	Quindi, quello che conviene economicamente alla lussuosa Fonterra,	850i
955e	in Fanshawe Street, Auckland,	quartier generale di Fanshawe Street, Auckland,	851i
956e	does not necessarily work for New Zealand's dairy farmers.	non conviene per forza agli allevatori neozelandesi.	852i
957e	(soft electronic music)	[musica di suspense]	853i
958e	- When I was working for government	- Quando lavoravo per il governo	854i
959e	I got an incredibly detailed insight into Fonterra,	ho avuto l'occasione di osservare Fonterra incredibilmente da vicino,	855i

960e	deep down into the bowels of the company.	fin giù nei meandri dell'azienda.	857i
961e	The Fonterra dream is over. It's long since gone.	Il sogno di Fonterra è finito. Da un bel po'.	858i
962e	The conversation for today is, will Fonterra even survive?	Il punto oggi è: riuscirà anche solo a sopravvivere?	859i
963e	'Cause it's numbers are that bad.	Perché i suoi numeri parlano chiaro.	860i
964e	If some really smart person in a white coat	Se un tipo sveglio in camice bianco	861i
965e	comes up with a dairy alternative,	mi fornisce un'alternativa al latte	862i
966e	but it's a quarter of the cost	che costa 4 volte di meno	863i
967e	and doesn't have the environmental impact,	e non ha l'impatto ambientale,	864i
968e	then I'm sorry dairy, you're toast.	beh, mi spiace latte, sei spacciato.	865i
		(musica cupa)	866i
969e	- [Chris] I couldn't believe	[Chris] <i>Non potevo credere che la nostra industria casearia</i>	867i
970e	that our dairy industry could be that fragile.	<i>fosse così fragile.</i>	868i
971e	(haunting music) Isn't it meant to be	<i>Non dovrebbe essere la colonna portante della nostra economia?</i>	869i
972e	the backbone of our economy?		
973e	Could a cheaper and more sustainable dairy alternative	<i>Davvero un'alternativa al latte più economica e sostenibile</i>	870i
974e	really wipe it out completely?	<i>potrebbe spazzarla via in un soffio?</i>	871i
975e	And I had to wonder why we're still using	<i>Mi sono dovuto chiedere perché continuiamo</i>	872i
976e	so much land for dairy	<i>ad usare così tanta terra per il latte</i>	873i
977e	when we could get more profit from growing plants instead?	<i>quando potremmo avere maggiori profitti coltivando piante.</i>	874i
978e	A government funded report shows that Aotearoa	<i>Uno studio finanziato dal governo mostra che l'Aotearoa</i>	875i
979e	has a huge amount of land suitable for growing crops	<i>ha una vastissima area di terreno adatto alla coltivazione di vegetali</i>	876i
980e	and potential for \$80 billion from plant-based crops	<i>con un potenziale di 80 miliardi di dollari,</i>	877i
981e	compared with only \$28 billion from animal agriculture.	<i>comparati ai soli 28 miliardi derivanti dall'allevamento.</i>	878i
982e	(gentle guitar music)	[musica tranquilla]	879i
983e	I met with the dairy spokesman for Federated Farmers	<i>Ho incontrato il portavoce di Federated Farmers</i>	880i
984e	to find out what he thought about transitioning.	<i>per sentire cosa pensasse della transizione.</i>	881i
985e	Do you think there are some dairy farmers	- [Chris] Pensi che alcuni allevatori rimarranno comunque legati all'industria?	882i
986e	that will stick with dairy no matter what?		
987e	- We all just wanna make a dollar.	- Tutti noi vogliamo solo fare due soldi,	883i
988e	And if it's better returns growing some alternative foods,	e se c'è maggior ritorno dalla produzione di qualche cibo alternativo,	884i
989e	show us some money.	mostrateci i soldi.	885i
990e	I think some farmers would be quite happy	Credo che alcuni allevatori sarebbero ben contenti	886i

991e	to hang up the apron and grow crops	di appendere il grembiule al chiodo e coltivare vegetali	887i
992e	if that was a better return on investment.	se fosse un investimento più redditizio.	888i
993e	I don't mind changing.	Io non ho problemi a cambiare.	889i
994e	If I can provide a better future for my family, I'll change.	Se potrò dare un futuro migliore alla mia famiglia, cambierò.	890i
995e	I'll stop milking those cows and I'll jump ship.	Smetterò di mungere quelle mucche e cambierò rotta.	891i
996e	It's got simple really, innit?	Molto facile, no?	892i
997e	(suspenseful music)	[musica cupa]	893i
998e	- [Chris] But it might already be too late	[Chris] <i>Ma per alcuni allevatori potrebbe essere già troppo tardi</i>	894i
999e	for some farmers to take up new opportunities.	<i>per cogliere nuove opportunità.</i>	895i
1000e	One research project looked into using dairy land	<i>Un progetto di ricerca ha immaginato che il suolo dell'industria</i>	896i
1001e	to make oat milk, which uses 13 times less water,	<i>venga utilizzato per produrre latte d'avena: userebbe 13 volte meno acqua,</i>	897i
1002e	11 times less land	<i>11 volte meno terra</i>	898i
1003e	and creates 3.5 times less carbon emissions than cow's milk.	<i>e produrrebbe 3,5 volte meno emissioni rispetto al latte di mucca.</i>	899i
1004e	- It was way more protein per hectare,	- Aveva molte più proteine per ettaro,	900i
1005e	way more energy efficient.	una maggiore efficienza energetica.	901i
1006e	Everything that you could measure	Tutto quello che si poteva misurare	902i
1007e	was so much more efficient without the cows.	risultava molto più efficiente senza l'impiego delle mucche.	903i
1008e	It was a fantastic example of where	È stato un fantastico esempio di quanto meglio sarebbe	904i
1009e	you would be much better off not having the animals there	non passare per gli animali e avere comunque un prodotto così valido.	905i
1010e	and you could make this really good product.		
1011e	The thing that you need to make plant-based milk of course,	Ciò che serve per produrre latte vegetale	906i
1012e	is nice clean water.	è, ovviamente, acqua pulita.	907i
1013e	And when they started looking	E quando hanno cominciato a guardare nelle falde circostanti,	908i
1014e	at the groundwater in the vicinity,		
1015e	in some of those bores,	in alcuni di quei pozzi	909i
1016e	there was five or six times the World Health Organization	c'erano livelli di azoto 5-6 volte superiori al limite previsto dall'OMS.	910i
1017e	limit for nitrate in that water.		
1018e	So you just wouldn't be able to make the milk out of it.	Sarebbe semplicemente impossibile produrre latte vegetale con quell'acqua.	911i
1019e	It's just a classic example of	È solo un classico esempio di	912i
1020e	here's a good option of how we could do it better,	"ecco una buona occasione per fare di meglio,	913i
1021e	but we've already shut the gate on that option	ma abbiamo già sbarrato le porte a questa occasione,	914i
1022e	because we've already polluted the water	perché abbiamo già inquinato l'acqua ben oltre i limiti consentiti".	915i
1023e	past limits where you could use it.		

1024e	(tractor roars) - [Chris] So we have current	- [Chris] Quindi, ad oggi abbiamo dei modelli produttivi che potrebbero	916i
1025e	farming models that are potentially harming our future?	mettere a repentaglio il nostro futuro?	917i
1026e	- [Mike] Yep.	- [Mike] Già.	
1027e	When you pollute the water and you pollute the soil,	Quando inquiniamo l'acqua e il suolo	918i
1028e	it really limits your options for the future.	hai fortemente limitato le tue opzioni per il futuro.	919i
1029e	So if the true costs were being paid,	Se si dovessero pagare i costi effettivi,	920i
1030e	then we wouldn't be doing dairy in this country.	non ci sarebbe più un'industria casearia nel nostro Paese.	921i
1031e	- [Chris] An example of this cost	[Chris] <i>Ad esempio, i contribuenti neozelandesi versano agli allevatori</i>	922i
1032e	is Aotearoa taxpayers giving dairy farmers \$130 million		
1033e	not to farm in the Topo (ndt. Taupo) and Rotorua Lake areas	<i>130 milioni di dollari per non allevare nelle aree dei laghi Taupo e Rotorua,</i>	923i
1034e	to reduce the water contamination from nitrates.	<i>così da limitare la contaminazione dell'acqua con l'azoto.</i>	924i
1035e	If we paid all our dairy farmers to stop polluting water,	<i>Se pagassimo tutti i nostri allevatori perché smettano di inquinare l'acqua,</i>	925i
1036e	that would cost over \$20 billion.	<i>ci costerebbe più di 20 miliardi di dollari.</i>	926i
1037e	- As a business person, and you have to pay that,	- Se tu fossi un uomo d'affari e dovessi pagare una cifra tale,	927i
1038e	you would go, "Right, we stop doing it, you know,	diresti "Bene, smettiamo di farlo.	928i
1039e	because there's no money in this,	Non ne ricaviamo niente. Non ci conviene".	929i
1040e	It's gonna cost us to do it."		
1041e	It's only because the cost	Ciò non avviene solo perché il costo	930i
1042e	is being passed on to the rest of us.	è stato scaricato sulle nostre spalle.	931i
1043e	- This is an industry making profits	- Questa è un'industria che crea profitto	932i
1044e	off of the destruction of our environment	sulla distruzione del nostro ambiente.	933i
1045e	and it is us, everyday New Zealanders,	E siamo noi, i cittadini neozelandesi,	934i
1046e	who are going to, and are already,	che ne pagheremo, e stiamo già pagando, le conseguenze.	935i
1047e	paying the price for that.		
1048e	And there are very powerful companies	E ci sono aziende molto potenti che vogliono che resti così,	936i
1049e	that want to keep it that way,		
1050e	despite the costs to New Zealand.	a scapito delle conseguenze per la Nuova Zelanda.	937i
1051e	(bus whines past)	[musica di tensione]	938i
1052e	- [Chris] I did some more investigation and found out	[Chris] <i>Ho fatto un paio di ricerche e ho scoperto</i>	939i
1053e	even the country's nutrition guidelines	<i>che anche le linee guida di nutrizione del Paese</i>	940i
1054e	are influenced by the dairy industry.	<i>sono influenzate dall'industria casearia.</i>	941i
1055e	Consultation with key stakeholders	<i>La consultazione con i principali portatori d'interesse</i>	942i
1056e	meant that Fonterra had a say,	<i>indicava che Fonterra aveva avuto voce in capitolo</i>	943i

1057e	and three out of the four issues they raised were changed,	<i>e tre dei quattro punti evidenziati erano stati modificati,</i>	944i
1058e	including the removal of milk alternatives.	<i>compresa la menzione alle alternative al latte.</i>	945i
1059e	(tense electronic music)		
1060e	I'd heard some strong reactions to dairy alternatives	<i>Ho sentito reazioni molto forti alle alternative vegetali</i>	946i
1061e	from industry representatives and politicians also,	<i>dai rappresentanti dell'industria e dai politici,</i>	947i
1062e	trying to stop any possible threat.	<i>che cercano di arginare ogni potenziale minaccia.</i>	948i
1063e	- [Shane] This notion that veganism and almond powder	[musica inquietante] – [Shane] <i>Questa voce che il veganismo</i>	949i
1064e	or something akin to that is gonna replace	<i>e... la polvere di mandorla e altra roba del genere sostituiranno</i>	950i
1065e	genuine red meat, genuine dairy milk,	<i>la genuina carne rosa, il genuino latte di mucca</i>	951i
1066e	it needs to be stopped in its tracks.	<i>deve essere messa a tacere.</i>	952i
1067e	We should not tolerate.	<i>Non possiamo tollerare,</i>	953i
1068e	We should not acquiesce for one inch	<i>non possiamo accettare di percorrere un solo centimetro</i>	954i
1069e	of the political journey with these people	<i>del nostro percorso politico con questa gente</i>	955i
1070e	who are continuing to	<i>che continua a stigmatizzare e demonizzare l'industria tradizionale.</i>	956i
1071e	stigmatize and demonize our legacy industry.		
1072e	- If it's not a milk, if it's a nut juice or something else,	– <i>Se non è latte, se è un succo di noci o simili,</i>	957i
1073e	just call it for what it is and create your own brand	<i>chiamatelo per quello che è e create il vostro marchio,</i>	958i
1074e	and create your own marketing strategy	<i>create la vostra strategia di marketing e sfruttate quella.</i>	959i
1075e	and leverage off that.		
1076e	Don't leverage off the dairy industry.	<i>Non sfruttate l'industria casearia.</i>	960i
1077e	- [Chris] Then, a well-respected magazine	– [Chris] <i>E poi, un autorevole giornale</i>	961i
1078e	came out with this on the cover.	<i>fa uscire un numero con questa copertina.</i>	962i
1079e	After reading about all the so-called	<i>Dopo aver letto tutto dei presunti</i>	963i
1080e	benefits of meat and dairy,	<i>“benefici di carne e latticini”</i>	964i
1081e	I looked online and found that the featured scientists	<i>ho cercato su internet e ho scoperto che</i>	965i
1082e	were from the Riddet Institute,	<i>gli scienziati coinvolti provenivano dal Riddet Institute,</i>	966i
1083e	which has close ties with meat and dairy companies,	<i>il quale ha forti legami con le industrie di carne e latticini,</i>	967i
1084e	including Fonterra.	<i>compresa Fonterra.</i>	968i
1085e	What's it gonna take to change these organizations?	– [Chris] <i>Cosa servirebbe per cambiare queste organizzazioni?</i>	969i
1086e	- Probably one thing is not to be funded by dairy.	– <i>In primo luogo, che non fossero pagate dall'industria.</i>	970i
1087e	A lot of people who put out studies,	<i>Un sacco di gente che pubblica studi, e si vede chiaramente,</i>	971i

1088e	and it's been shown very well, get funded by dairy sources,	viene pagata dall'industria,	972i
1089e	whether it's overtly or whether you have to dig around.	che sia in modo palese o meno.	973i
1090e	- So a huge amount of money that comes into universities	- Gran parte dei soldi che arrivano nelle università	974i
1091e	is from the industry.	proviene dall'industria.	975i
1092e	And so, you start speaking out against that industry	Quindi, se cominci ad alzare la voce contro questa industria	976i
1093e	and your options start to close down really, really quickly.	le tue opzioni cominciano a diminuire drasticamente.	977i
1094e	Who do you believe in an argument, is you follow the money?	A chi credi in un dibattito? Credi ai soldi?	978i
1095e	(dramatic sting)	(tonfo drammatico)	979i
1096e	- Especially in New Zealand, the farming industry, you know,	- Specialmente in Nuova Zelanda, il settore degli allevamenti, sai...	980i
1097e	you're seen to be almost unpatriotic	Sembri quasi antipatriottico se non lo supporti	981i
1098e	if you're not supporting it		
1099e	by having lots of dairy, having lots of meat.	mangiando tanti latticini e tanta carne.	982i
1100e	- You've got an industry that has been incredibly powerful	- È un'industria che è stata davvero potente	983i
1101e	for an incredibly long time.	per davvero molto tempo.	984i
1102e	And it's deeply entrenched.	Ed è profondamente radicata.	985i
1103e	Now, once you realize in New Zealand	Ora, quando ti rendi conto che in Nuova Zelanda	986i
1104e	that five million cows	quelle 5 milioni di mucche	987i
1105e	are a lot more important that five million people,	sono molto più importanti di 5 milioni di persone,	988i
1106e	then everything else in New Zealand politics	tutto il resto della politica neozelandese	989i
1107e	suddenly makes a lot of sense,	ha immediatamente senso.	990i
1108e	because the cows are more important than we are.	Perché le mucche sono più importanti di noi.	991i
1109e	(uneasy music plays)	[musica cupa]	992i
1110e	- Some people who are really heavily invested in status quo	- Alcune persone fortemente attaccate allo status quo,	993i
1111e	and you are threatening their income	se tu cerchi di mandare a monte i loro affari, si arrabbiano molto.	994i
1112e	and so, they will be very angry if somebody's speaking up	Se qualcuno parla pubblicamente male di loro	995i
1113e	and pointing out harm that you're doing,	e addita alle loro malefatte,	996i
1114e	you try to shoot them down.	cercano di annientarlo.	997i
1115e	(dramatic sting)	(tonfo drammatico)	998i
1116e	- [Chris] An animal rights group found this out first-hand	[Chris] <i>Un'associazione per i diritti animali l'ha provato in prima persona</i>	999i
1117e	when they took out an ad in an international newspaper,	<i>dopo aver pubblicato un'inserzione in un quotidiano internazionale,</i>	1000i
1118e	highlighting cruelty on New Zealand dairy farms.	<i>denunciando le crudeltà dell'industria casearia neozelandese.</i>	1001i

1119e	- When we placed an ad in "The Guardian,"	- Quando mettemmo quell'inserzione su The Guardian	1002i
1120e	we got a lot of abuse.	ricevammo un sacco di ingiurie,	1003i
1121e	We got a lot of threats, a lot of death threats.	un sacco di minacce. Minacce di morte.	1004i
1122e	I've had death threats right throughout my	Ho ricevuto minacce di morte durante tutti i 30 anni	1005i
1123e	30 years working for animals, but this was bad.	del mio lavoro al fianco degli animali, ma queste erano gravi.	1006i
1124e	This was seriously bad.	Erano veramente gravi.	1007i
1125e	(dramatic sting) (dramatic music)	[musica drammatica]	1008i
1126e	- [Chris] This industry's power scared me.	[Chris] <i>Il potere di questa industria mi spaventava.</i>	1009i
1127e	And I wasn't alone.	<i>E non ero il solo.</i>	1010i
1128e	Many people I talked with had been too frightened	<i>molte persone con cui avevo parlato erano talmente spaventate</i>	1011i
1129e	to even speak on camera.	<i>da non voler nemmeno essere intervistate.</i>	1012i
1130e	I'd already been warned about the backlash against me	<i>Ero già stato avvisato dei possibili risvolti contro di me</i>	1013i
1131e	after making a film that exposes these issues.	<i>per aver fatto un film che espone queste questioni.</i>	1014i
1132e	- Death threats happen.	- Le minacce di morte arrivano.	1015i
1133e	People will make serious threats and allegation against you	La gente ti rivolge minacce ed accuse gravissime	1016i
1134e	because they're seeing their livelihood being threatened.	perché sente che la propria fonte di sostentamento è in pericolo	1017i
1135e	And so, they see you as a threat.	e identifica in te la causa.	1018i
1136e	I want you all to be aware, like,	Voglio che siate tutti consapevoli che questa è la realtà.	1019i
1137e	this is a reality of this.		
1138e	Like, you guys are going up against the biggest company	Voi state andando contro alle aziende	1020i
1139e	and then the biggest industry in the entire country.	e alle industrie più potenti di tutto il Paese.	1021i
1140e	That being said, it absolutely needs to be done.	Ciò detto, è assolutamente necessario che qualcuno lo faccia.	1022i
1141e	The fear of reprisal can't outweigh	La paura delle conseguenze non può vincere	1023i
1142e	the fear of not acting, right?	la paura del non agire, giusto?	1024i
1143e	Like, not speaking up, not showing this truth,	Non alzare la voce, non rivelare la verità	1025i
1144e	is the real danger.	è il vero pericolo.	1026i
1145e	They're destroying the planet.	Stanno distruggendo il pianeta.	1027i
1146e	They're killing these animals and people (ndt. ...people) are dying,	Stanno uccidendo questi animali	1028i
		e le persone... Le persone stanno morendo.	1029i
1147e	and people are literally dying because of this,	Stanno letteralmente morendo per questo.	1030i
1148e	and it's all for the sake of making money.	Ed è per un puro interesse economico.	1031i
1149e	(dramatic music)	[musica drammatica]	1032i
1150e	- [Chris] I never considered that	[Chris] <i>Non avevo mai considerato che</i>	1033i

1151e	my life could be threatened by exposing this industry.	<i>la mia vita potesse essere in pericolo per aver esposto questa industria.</i>	1034i
1152e	But I realized that revealing the truth	<i>Ma ho capito anche che rivelare la verità</i>	1035i
1153e	could also have a powerful impact	<i>poteva avere un forte impatto</i>	1036i
1154e	and help create the change I want so badly to see.	<i>e favorire il cambiamento che desideravo così tanto vedere.</i>	1037i
1155e	I decided that I had to continue with the film,	<i>Ho deciso che dovevo andare avanti con il film,</i>	1038i
1156e	no matter what the outcome.	<i>qualsiasi fossero le conseguenze.</i>	1039i
1157e	(gentle guitar music)	[musica tranquilla]	1040i
1158e	The industry claim that dairy is essential for us	<i>Le affermazioni dell'industria su quanto il latte</i>	1041i
1159e	was starting to sound a bit desperate to me,	<i>fosse essenziale per noi, cominciavano a suonarmi un po' disperate,</i>	1042i
1160e	along with their recent strategy	<i>così come la loro recente strategia di puntare al mercato asiatico.</i>	1043i
1161e	of targeting the Asian market.		
1162e	With population growth	<i>Con la crescente popolazione e la crescente ricchezza di quei Paesi,</i>	1044i
1163e	and rising incomes in these countries,		
1164e	it's an obvious business choice.	<i>è una chiara scelta economica.</i>	1045i
1165e	- People all around the world are actively seeking products	[musica allegra] – [Pubblicità] <i>Le persone di tutto il mondo</i>	1046i
1166e	that they know they can trust to feed their families.	<i>stanno attivamente cercando prodotti di cui potersi fidare</i>	1047i
		<i>per nutrire le loro famiglie.</i>	1048i
1167e	And today our world class dairy products are available	<i>Ed oggi, i nostri prodotti di prima qualità sono disponibili</i>	1049i
1168e	in over 140 countries around the world.	<i>in oltre 140 Paesi in tutto il mondo.</i>	1050i
1169e	We're dedicated to sharing this goodness with the world.	<i>Il nostro impegno è condividere questa bontà con il resto del mondo.</i>	1051i
1170e	(truck roars past)		
1171e	- People are being told that they need	– Alla gente viene detto che ha bisogno di moltissimi latticini.	1052i
1172e	lots and lots of dairy.		
1173e	There are a lot of population around the world	<i>Ci sono molte popolazioni al mondo</i>	1053i
1174e	where dairy wasn't a part of their cultural diet.	<i>in cui il latte non è mai stato parte della cultura alimentare.</i>	1054i
1175e	- If you look at Asia,	– Se guardiamo all'Asia,	1055i
1176e	which is actually where we're trying to market this stuff,	<i>che è proprio il luogo in cui puntiamo a vendere la nostra roba,</i>	1056i
1177e	which is just bizarre because	<i>ed è veramente bizzarro se pensiamo</i>	1057i
1178e	lactose intolerance rates are almost 100%	<i>che la percentuale di intolleranti al lattosio è 100%</i>	1058i
1179e	in many parts of Asia.	<i>nella maggior parte dell'Asia,</i>	1059i
1180e	So, we're not doing them any favors.	<i>non gli stiamo facendo nessun favore.</i>	1060i
1181e	- So exporting dairy to Southeast Asia,	– Dunque, esportare i latticini nel Sudest asiatico è una scelta economica.	1061i
1182e	it's a business decision, but at the same time,	<i>Ma allo stesso tempo stiamo esportando all'estero le nostre malattie</i>	1062i
1183e	you're exporting your diseases offshore in return for money.	<i>in cambio di denaro.</i>	1063i

1184e	- You can already see this happening,	- Sta già succedendo.	1064i
1185e	like diabetes rates in India and China	Ad esempio, la tendenza al diabete in India e in Cina è schizzata alle stelle	1065i
1186e	have just gone through the roof		
1187e	as they start adopting a more Western type of diet,	appena hanno adottato una dieta più sul modello occidentale.	1066i
1188e	and dairy is a big part of that.	E il latte occupa un ruolo importante.	1067i
1189e	- Everywhere in the world that this	- In ogni parte del mondo in cui	1068i
1190e	European diet is forced on people,	viene imposta la dieta europea,	1069i
1191e	people go from the healthiest to then the sickest.	le persone peggiorano drasticamente la loro salute.	1070i
1192e	It's easy to push these white lies	È facile insinuare queste bugie innocenti	1071i
1193e	and that's all this industry is doing.	ed è ciò che questa industria sta facendo.	1072i
1194e	It's like they're pushing just outright racist lies.	Stanno insinuando solo bugie apertamente razziste.	1073i
1195e	- We're excited and we're proud	[musica allegra] - [Pubblicità] <i>Siamo contenti ed orgogliosi</i>	1074i
1196e	to be able to make this connection	<i>di poter di fare questa connessione</i>	1075i
1197e	between the way we at Fonterra create world class milk	<i>tra il modo in cui noi di Fonterra produciamo latte di prima qualità</i>	1076i
1198e	and the products our dairy shows up in	<i>e gli alimenti prodotti col nostro latte,</i>	1077i
1199e	to nourish people around the world.	<i>per nutrire le persone in tutto il mondo.</i>	1078i
1200e	- It's quite a difficult situation for New Zealand	- Sarebbe una situazione un po' scomoda per la Nuova Zelanda	1079i
1201e	to turn that sort of spotlight on itself or whatever	quella di puntarsi addosso i riflettori	1080i
1202e	and say, "Actually, maybe what we are producing here	e dire "Beh, in effetti quello che stiamo producendo qui	1081i
1203e	isn't actually very healthy for people.	non è poi così sano per le persone	1082i
1204e	And maybe we're not doing the right thing by producing this	e forse non stiamo facendo la cosa giusta a produrre	1083i
1205e	and marketing it to the rest of the world."	e commercializzare questi prodotti col resto del mondo".	1084i
1206e	(gentle music) - How far do you go	[musica di suspense] - Quanto ci si può spingere oltre	1085i
1207e	with justifying what you do because there's a profit in it?	nel giustificare un'azione solo perché genera profitto?	1086i
1208e	I hear that classic, "we're feeding the world," story.	Sento la classica storia del "stiamo nutrendo il mondo".	1087i
1209e	I think the reality is much more	Onestamente credo che le persone	1088i
1210e	that people would be better off if we didn't provide it.	starebbero di gran lunga meglio se non lo facessimo.	1089i
1211e	Just because there's a market for something	Solo perché un prodotto ha mercato,	1090i
1212e	doesn't make it right.	non vuol dire che sia giusto.	1091i
1213e	- [Chris] To go towards meeting this	[Chris] <i>Per venire incontro alla crescente domanda globale di latte,</i>	1092i
1214e	increased global demand for dairy,		
1215e	Fonterra had predicted a 40% increase in milk production	<i>Fonterra ha previsto un aumento della produzione del 40%</i>	1093i
1216e	in the 10 years from 2015 to 2025.	<i>nei 10 anni tra il 2015 e il 2025.</i>	1094i

1217e	With the environment already struggling,	<i>Con l'ambiente già in ginocchio,</i>	1095i
1218e	how could this increase possibly be sustainable?	<i>come può essere sostenibile un aumento del genere?</i>	1096i
1219e	And what about the cows?	<i>E che dire delle mucche?</i>	1097i
1220e	From what I'd seen, they were already	<i>Da quello che avevo visto, erano già spinte al loro limite,</i>	1098i
1221e	being pushed to their limits,		
1222e	having been selectively bred to produce more than	<i>create selettivamente per produrre</i>	1099i
1223e	double the amount of milk they would naturally produce.	<i>più del doppio del latte che produrrebbero naturalmente.</i>	1100i
1224e	Dairy cows are usually worn out after about five years,	<i>Le mucche da latte sono solitamente esauste dopo circa 5 anni</i>	1101i
1225e	then sent to the slaughter house to be killed	<i>e vengono quindi mandate al macello per essere uccise</i>	1102i
1226e	and turned into hamburger mince.	<i>e diventare macinato per hamburger.</i>	1103i
1227e	. I was curious to see what the people who produce	<i>Ero curioso di sapere cosa pensavano</i>	1104i
1228e	ethical dairy products think of this not-so-happy ending.	<i>i produttori di "latticini etici" di questo "non-tanto-lieto" fine</i>	1105i
1229e	Your brand is kind of centered around	– [Chris] Il tuo marchio ha alla base	1106i
1230e	this compassion for these animals.	la compassione per questi animali...	1107i
1231e	- Yeah. - Happy cows.	– Sì – [Chris] "Mucche felici"	1108i
1232e	This seems to be a bit of a obstacle for you,	Questo dovrebbe essere un po' un ostacolo per te,	1109i
1233e	these cows are gonna be eventually sent to slaughter.	il fatto che queste mucche alla fine saranno mandate al macello.	1110i
1234e	- Mm. - How do you deal with that?	– Mm-hmm. – [Chris] Come gestisci la cosa?	1111i
1235e	How do you communicate that with the consumer?	Come comunichi questo ai consumatori?	1112i
1236e	- Yeah. Well, I mean, that's true.	– Sì. Beh, insomma, è la verità.	1113i
1237e	And it's animal agriculture.	È l'allevamento.	1114i
1238e	We should try and extend their life as much as possible	Dovremmo cercare di estendere la loro vita il più possibile,	1115i
1239e	without profit always being the core driver, I suppose.	senza che il profitto sia sempre il motore principale, suppongo.	1116i
1240e	But then, again, she will, she will die.	Ma poi, appunto, lei... lei morirà.	1117i
1241e	- Hmm - That's what we say.	Mm-hmm, diciamo così. (risata)	1118i
1242e	(laughs)		
1243e	(thunder rumbles)	(rombo di tuono)	1119i
1244e	- [Chris] Like many New Zealanders,	[Chris] <i>Come molti neozelandesi,</i>	1120i
1245e	I'd watch the undercover footage of the dairy industry	<i>avevo guardato le indagini sotto copertura negli allevamenti</i>	1121i
1246e	from Farmwatch, a volunteer organization	<i>da parte di Farmwatch, un'organizzazione volontaria</i>	1122i
1247e	showing what goes on away from the public eye.	<i>che mostra cosa succede lontano dalla vista di tutti.</i>	1123i
1248e	I join them to see for myself (suspenseful music)	<i>Mi sono unito a loro per vedere con i miei occhi</i>	1124i

1249e	what happens to the animals in dairy country.	<i>cosa succede agli animali nelle fattorie.</i>	1125i
1250e	- You never know what you're gonna see, or when,	- Non sai mai cosa ti capiterà di vedere, o quando.	1126i
1251e	so, you just gotta do the time on the road.	Così passi le giornate per strada.	1127i
1252e	Most people drive past paddocks just like this	La gente in macchina passa affianco a tutti recinti così,	1128i
1253e	and they just see cows eating grass,	vede le mucche brucare l'erba e pensa sia tutto qui.	1129i
1254e	and they think that that's all there is to it.		
1255e	But when you think about the fact	Ma se si pensa al fatto che sono inseminate artificialmente,	1130i
1256e	that they're artificially inseminated,		
1257e	the fact that they are then pregnant	al fatto che mentre sono incinte vengono munte per nove mesi	1131i
1258e	and being milked for nine months,		
1259e	and then they have a baby	e poi hanno il cucciolo, che gli viene portato via, ogni anno...	1132i
1260e	that's taken away from them every year.		
1261e	I think a lot of people don't know that that happens.	Credo che molte persone non sappiano di tutto questo.	1133i
1262e	(suspenseful music)	[musica cupa]	1134i
1263e	- [Chris] Do you get any negative backlash	- [Chris] Ricevete mai reazioni negative	1135i
1264e	from the public or from farmers?	da parte del pubblico o degli allevatori?	1136i
1265e	- We're pretty careful.	- Siamo piuttosto cauti.	1137i
1266e	Like, if we get down a road and we feel unsafe	Ad esempio, se prendiamo una strada e non ci sentiamo al sicuro	1138i
1267e	and we see kind of any movement we'll just leave.	o vediamo qualsiasi movimento, ce ne andiamo subito.	1139i
1268e	We've had too many close calls to take risks like that.	L'abbiamo scampata troppe volte per correre rischi del genere.	1140i
1269e	We don't like feeling trapped down dead-end roads.	Non ci piace restare intrappolati in strade senza uscita.	1141i
1270e	Are you able to just pull over for a minute,	Riesci tipo a... accostare un secondo?	1142i
1271e	just, thank you. (indicator ticks)	Solo per... Grazie.	1143i
1272e	(tense music)		
1273e	- Any cows that are gonna go to slaughter	Ogni mucca destinata al macello	1144i
1274e	will be placed in that crate, picked up by a truck,	viene messa in quella cassa, caricata da un camion	1145i
1275e	and then taken to the slaughter house.	e portata al macello.	1146i
1276e	(tense music) - Car in front.	[musica inquietante] - [Reporter] Macchina davanti.	1147i
1277e	- [Chris] Someone behind us, too.	- [Chris] Anche dietro abbiamo qualcuno.	1148i
1278e	- Just on the road.	- [Debbie] Solo in strada?	1149i
1279e	(dramatic sting) (tense music)	(tonfo drammatico) [musica inquietante]	1150i
1280e	(car hums)		
1281e	- [Chris] Since you started in 2014	- [Chris] Da quando avete cominciato, nel 2014,	1151i
1282e	have things become harder to document?	le cose sono diventate più difficili da documentare?	1152i

1283e	- [Debbie] You drive through today	- [Debbie] Oggi tu guidi	1153i
1284e	and you see almost nothing.	tutto il giorno e non vedi quasi più nulla.	
1285e	It's all hidden, now, it's all off the road.	È tutto nascosto adesso. È tutto inaccessibile dalla strada.	1154i
1286e	So it's definitely harder.	Quindi sì, è molto più difficile.	1155i
1287e	Once you've exposed industry,	Una volta che hai esposto l'industria,	1156i
1288e	they definitely will try and hide it.	loro cercheranno sicuramente di nasconderla.	1157i
1289e	(tense music)	[musica tesa]	1158i
1290e	(truck rumbles)		
1291e	(tense music) (animals calling)	(versi di animali)	1159i
1292e	- Are you guys all right?	- [Operaia] C'è qualche problema?	1160i
1293e	- [Debbie] Yeah. We're all good.	- [Debbie] Tutto a posto.	1161i
1294e	- I'd like you to leave.	- Ve ne dovete andare.	1162i
1295e	Okay. Now.	- Ok. - Adesso!	1163i
1296e	(tense music) - Don't come back!	E non tornate più!	1164i
1297e	- [Driver] There's a big cow straight ahead of us.	- [Reporter] C'è una grossa mucca proprio di fronte a noi.	1165i
1298e	- Big cow? - Oh, fuck me!	- [Debbie] Una grossa mucca? - [Reporter] Oh, cazzo!	1166i
1299e	- [Debbie] Oh, fuck!	- [Debbie] Oh, cazzo.	1167i
1300e	(ominous music)	(musica angosciante)	1168i
1301e	(birds singing)		
1302e	(reverse alarm beeps)		1169i
1303e	This particular cow has a calf half out of her,	- [Debbie] Questa mucca in particolare ha un vitello che le fuoriesce dal corpo,	1170i
1304e	so she's clearly died giving birth.	quindi è chiaramente morta di parto.	1171i
1305e	And then just been thrown on this pile of dead bodies.	E poi è stata semplicemente buttata in questa pila di corpi morti.	1172i
1306e	(mournful music)	[melodia triste]	1173i
1307e	So, I'm pretty sure on the left it's calf skins.	Sono piuttosto sicura che quelle a sinistra siano pelli di vitello.	1174i
1308e	And...	(sottovoce) E...	1175i
1309e	Those are skinned calves.	Quelli sono vitelli scuoiati.	1176i
1310e	There's a person there.	C'è qualcuno lì.	1177i
1311e	Okay, we're gonna have to, he's coming towards us.	Ok dobbiamo... sta venendo verso di noi.	1178i
1312e	(reverse gear whines) (mournful music)	(retromarcia veloce) [melodia triste]	1179i
1313e	When we do investigations that require	- [Debbie] Quando facciamo investigazioni che richiedono	1180i
1314e	hidden camera placements and going out at night,	telecamere nascoste o uscite notturne,	1181i
1315e	I mean, it's utterly terrifying.	è a dir poco terrificante.	1182i
1316e	It's a work that nobody should have to do.	È un lavoro che nessuno dovrebbe fare.	1183i

1317e	And the more you look, the more awful shit you see	E più ti addentri, più merda vedi.	1184i
1318e	and you can't really ever unsee a lot of that stuff.	E non puoi semplicemente far finta di non aver visto certe cose.	1185i
1319e	(mournful music)	[melodia triste]	1186i
1320e	We've seen just so much death and suffering	Abbiamo visto così tanta morte e sofferenza	1187i
1321e	out in dairy country.	nelle campagne del latte,	1188i
1322e	It always makes me laugh when I see,	che mi viene da ridere quando vedo	1189i
1323e	"Fonterra for Life," or "Dairy for Life",	"Fonterra per la Vita" o "Latte per la vita"	1190i
1324e	because this industry to me	perché questa industria per me	1191i
1325e	is just full of death and suffering.	è solo piena di morte e sofferenza.	1192i
1326e	It's an industry based on death.	È un'industria basata sulla morte.	1193i
1327e	(solemn music) (ruck purrs past)	[melodia triste]	1194i
1328e	- [Chris] I was sickened by what I had seen.	[Chris] <i>Ero nauseato da quello che avevo visto.</i>	1195i
1329e	My experience with Farmwatch made me realize	<i>La mia esperienza con Farmwatch mi aveva fatto capire</i>	1196i
1330e	how most people have no chance to see what really happens	<i>come la maggior parte della gente non abbia la possibilità di vedere</i>	1197i
1331e	behind the industry's marketing machine.	<i>cose succede veramente dietro alla macchina mediatica dell'industria.</i>	1198i
1332e	(gentle music) - Well, initially,	[melodia solenne] - Beh, all'inizio ti immagini	1199i
1333e	you believe that you're going to have	circondata da	1200i
1334e	all the fields around you, the animals,	tutti questi campi, dagli animali...	
1335e	you've got all these sort of visions in your head	Le immagini che hai nella testa sono quelle	1201i
1336e	of what you see on the ads.	che vedi negli spot pubblicitari.	1202i
1337e	But the difference between actually seeing it and doing it	Ma la differenza tra vederlo e farlo concretamente	1203i
1338e	is night and day, night and day.	è il giorno e la notte. Il giorno e la notte.	1204i
1339e	That's when it really, truly hits you what's going on.	È quando vieni a contatto con la realtà che ricevi la mazzata.	1205i
1340e	That it's not just lush fields and happy cows.	Quando scopri che non ci sono campi rigogliosi e mucche felici.	1206i
1341e	- We just have to make sure	- Dobbiamo solo essere convinti	1207i
1342e	that what we do is the right thing	che quello che facciamo è la cosa giusta	
1343e	and not be trying to hide anything.	e cercare di non nascondere nulla.	1208i
1344e	- The industry is there to make money as much as possible	- Lo scopo dell'industria è sostanzialmente fare più soldi possibili	1209i
1345e	and basically hide truth from people.	e per farlo nasconde la verità alla gente.	1210i
1346e	They do not want you to know the full picture.	Non vogliono che tu abbia il quadro generale.	1211i
1347e	And their job really	Quello che fanno è proprio	1212i
1348e	is to sweep that dark side under the rug.	spazzare la polvere sotto al tappeto.	
1349e	- It is very, very secretive.	- C'è molta, molta segretezza.	1213i

1350e	If the animal experimentation industry wasn't so well hidden	Se l'industria della sperimentazione animale non fosse così ben nascosta	1214i
1351e	and people could actually see the research and tests	e le persone potessero vedere coi loro occhi le ricerche e i test	1215i
1352e	that cows are used in they'd know that it's not natural.	che vengono fatti sulle mucche, capirebbero che non è naturale.	1216i
1353e	If people who go and buy their natural milk	Se le persone che vanno a comprare il loro "latte naturale"	1217i
1354e	from the supermarkets saw a fistulated cow	vedessero una mucca fistulata,	1218i
1355e	that looks more like a Frankenstein animal	che sembra più un animale zombie	1219i
1356e	than a natural cow running about in a field,	che una normale mucca che scorrazza nei campi,	1220i
1357e	like they'd probably imagine,	probabilmente capirebbero.	1221i
1358e	it would be pretty clear to them	Gli sarebbe piuttosto chiaro	1222i
1359e	that there's not a lot natural about the dairy industry.	che non c'è molto di naturale nell'industria casearia.	1223i
1360e	- And it's ridiculous really	- Ed è veramente ridicolo	1224i
1361e	that we have to rely on volunteers to	che dobbiamo affidarci a volontari	
1362e	basically show what's going on on the farms.	semplicemente per mostrare la verità negli allevamenti.	1225i
1363e	And what they show that goes on on the farms is just not like	E quello che mostrano loro non è esattamente quello	1226i
1364e	the Fonterra open days on the farms, of course,	che Fonterra ci fa vedere ai suoi open-day, di sicuro,	1227i
1365e	where you can have a look and pet a little calf.	dove puoi vedere e accarezzare un vitellino.	1228i
1366e	No, they actually show what's going on on the farm.	No, loro mostrano quello che succede realmente negli allevamenti.	1229i
1367e	(solemn music)	[melodia solenne] - Beh, all'inizio ti immagini	1230i
1368e	- Farmers are just trying to get through their day	- Gli allevatori cercano solo di arrivare a fine giornata	1231i
1369e	the best way that they can and they're exhausted.	nel miglior modo possibile. E sono esausti.	1232i
1370e	And you're also in a place where no one's watching.	E sono anche in luoghi dove nessuno può vederli.	1233i
1371e	So, it's rife for abuse.	Sono le condizioni ideali per i maltrattamenti.	1234i
1372e	- Whenever activists put cameras out there,	- Ogni volta che i volontari portano le videocamere	1235i
1373e	they record deliberate infliction of suffering on animals.	registrano deliberate sofferenze inflitte agli animali.	1236i
1374e	(calf clatters into truck)	(vitello sbatte nel camion)	1237i
1375e	- It's much more convenient for them	- È molto più comodo per loro	1238i
1376e	if they believe that the animals,	convincersi che gli animali,	1239i
1377e	just because they're bred for food, they're just things,	solo perché sono allevati per diventare cibo, siano solo oggetti,	1240i
1378e	and they don't have these emotions.	e non provino emozioni.	1241i
1379e	And of course, it's completely untrue.	E questo non è ovviamente vero.	1242i
1380e	(cows mooing)	(mucca muggisce ripetutamente)	1243i

1381e	- My first morning in the calf pens	- Il mio primo giorno nel recinto dei vitelli	1244i
1382e	I stood there and there were all these tiny babies,	io ero lì e c'erano questi piccoli cuccioli,	1245i
1383e	lots of them still with bloody navels,	molti di loro ancora col cordone ombelicale	1246i
1384e	some of them still had afterbirth on them,	o con la placenta addosso,	1247i
1385e	that were calling out for their mums basically.	che piangevano perchè volevano la mamma.	1248i
1386e	(mooing)	(vitelli muggiscono)	1249i
1387e	And it hit me like a force field	E mi ha colpita come un pugno in faccia	1250i
1388e	that this is what it took to get that milk.	il fatto che si debba fare questo per ottenere il latte.	1251i
1389e	(clattering) (mooing)	(muggiti)	1252i
1390e	(calves thumps down)	(vitelli sbattono nel camion)	1253i
1391e	- They bellow and they cry.	- Muggiscono e piangono.	1254i
1392e	They cry for mums, mums cry for their babies.	Piangono per la mamma e la mamma piange per il cucciolo.	1255i
1393e	It became quite clear that you were listening to pain.	Era piuttosto chiaro che stavamo ascoltando la sofferenza.	1256i
1394e	And so you can't really forget that once you know that.	E non puoi semplicemente dimenticartelo una volta che lo sai.	1257i
1395e	And, it then forces you as a farmer, I think, to say,	E questo credo ti costringa, da allevatore,	1258i
1396e	all right, "Well, what is the greater good	a dire: "Bene, qual è il bene superiore	1259i
1397e	that that pain's delivering to?"	che giustifica questa sofferenza?".	1260i
1398e	(Ehm...)	Ehm...	1261i
1399e	I don't really wanna get into	Non vorrei entrare nell'argomento	1262i
1400e	the bobby calf thing, if that's all right.	dei vitellini da latte, se posso.	1263i
1401e	(solemn music) (birds singing)	[musica solenne]	1264i
1402e	- Back in the days they used to pay one bob for them	- Una volta venivano venduti per due soldi	1265i
1403e	because they were considered so worthless.	perché erano considerati una nullità.	1266i
1404e	Now we have around two million a year	Oggi abbiamo all'incirca due milioni di vitellini	1267i
1405e	that are considered bobbys.	che sono considerati da macello.	1268i
1406e	We're slaughtering two million newborns over eight weeks.	Macelliamo due milioni di cuccioli sopra le 8 settimane.	1269i
1407e	- If you talk to many dairy farmers,	- E se parli con gli allevatori,	1270i
1408e	they will say they will struggle	molti di loro ti diranno che soffrono	1271i
1409e	with this whole bobby calf issue	per tutta la questione dei vitelli	1272i
1410e	and taking these calves away from the mothers,	e col fatto che vengono strappati alle madri.	1273i
1411e	they struggle with that themselves.	È una difficoltà per loro stessi.	1274i
1412e	- "So, we're really kind to our bobby calfs (ndt. calves)!"	- "Ma noi siamo molto buoni coi nostri vitellini!"	1275i
1413e	Bullshit!	Stronzate!	1276i
1414e	You know, where those calves are going?	Sai dove andranno a finire quei vitelli?	1277i

1415e	- There were a lot of things that I questioned	- C'erano molte cose che mettevo in discussione quando allevavo	1278i
1416e	when I was farming		
1417e	and I was just sort of told that's the way it has to be.	e mi veniva risposto solo che "deve essere così".	1279i
1418e	It has to be this way because of production,	"Deve essere così per la produzione,	1280i
1419e	because you know, the industry needs milk,	perché, sai, l'industria ha bisogno del latte,	1281i
1420e	the people need this, this is our job.	Le persone ne hanno bisogno. È il nostro lavoro.	1282i
1421e	What we are doing is necessary.	Quello che facciamo è essenziale".	1283i
1422e	It's just generations	Sono solo generazioni e generazioni di condizionamenti.	1284i
1423e	and generations and generations of conditioning.		
1424e	- You have to desensitize yourselves to it.	- Devi desensibilizzarti a tutto ciò.	1285i
1425e	If you don't, yeah,	Se non lo fai...	1286i
1426e	you may end up a shivering wreck	Beh, potresti venirne devastato e...	1287i
1427e	and be unable to continue.	non essere in grado di continuare.	1288i
1428e	- Just because there's pain and suffering	- Solo perché un sistema si basa su dolore e sofferenza,	1289i
1429e	built into a system, doesn't mean		
1430e	that the system's bad or wrong or evil.	non vuol dire che quel sistema sia sbagliato o malvagio.	1290i
1431e	So, I am not afraid as a agricultural storyteller	Non ho paura, in quanto narratore del gusto,	1291i
1432e	of talking about things like	di parlare di cose come la criminalità istituzionalizzata sugli animali, perché...	1292i
1433e	institutionalized animal cruelty		
1434e	because it makes it real.	La rende reale.	1293i
1435e	And you know...	E, beh...	1294i
1436e	Think about where I'm going with this.	(sottovoce) Sto pensando a dove vado a parlare...	1295i
1437e	No, I think I will leave it there.	No, penso che chiuderò qui.	1296i
1438e	(gentle guitar music)	[musica triste]	1297i
1439e	- [Chris] I just couldn't understand	[Chris] <i>Non riesco proprio a capire</i>	1298i
1440e	how all this could be happening	<i>come tutto questo poteva accadere</i>	1299i
1441e	for a product that we don't even need.	<i>per un prodotto di cui non abbiamo neanche bisogno.</i>	1300i
1442e	And why we're still putting so much	<i>E perché stiamo ancora facendo così tanto</i>	1301i
1443e	into propping up the industry	<i>per sorreggere questa industria</i>	1302i
1444e	instead of transitioning out of it.	<i>invece di provare a reinventarci.</i>	1303i
1445e	Could the power of the dairy industry be the only thing	<i>Bastava il potere dell'industria a bloccare ogni cambiamento positivo?</i>	1304i
1446e	that's stopping any positive change?		
1447e	- We know what the problems are	- Sappiamo dove sta il problema	1305i
1448e	and we're just dancing around the solution.	e siamo solo girando intorno alla soluzione.	1306i
1449e	So rather than cutting it off at the source	Quindi, invece di risolverlo alla radice	1307i

1450e	and moving away from animal agriculture,	e staccarci dall'allevamento,	1308i
1451e	what we are doing is we are trying to reduce	stiamo cercando il modo di ridurne l'impatto negativo sull'ambiente	1309i
1452e	the negative impact on the environment.		
1453e	It's just a desperate attempt (tense music)	È solo un tentativo disperato di tenere a galla l'industria.	1310i
1454e	at trying to keep that industry alive.		
1455e	- If you're doing something that's stupid	- Se stai facendo qualcosa di stupido	1311i
1456e	and you then actually apply a silver bullet, you know,	e trovi una perfetta soluzione tampone,	1312i
1457e	you are trying to continue the stupid.	stai solo continuando la stupidaggine.	1313i
1458e	- All we are gonna do by these techno fixes to dairy,	- Tutte queste nuove tecnologie a supporto dell'industria,	1314i
1459e	so, "Oh, put them in a barn	che dicono: "Oh, metteteli nel fienile	1315i
1460e	or give them methane vaccine or change their feed."	o fategli il vaccino per ridurre il metano o cambiate mangime"	1316i
1461e	That's just shifting environmental problems around.	non fanno che spostare i problemi ambientali altrove.	1317i
1462e	- The best way to reduce the number of animals	- Il modo migliore per ridurre il numero di animali	1318i
1463e	is for more people to go to a plant-based diet.	è che sempre più persone adottino una dieta base vegetale.	1319i
1464e	What New Zealand and other countries can do	Quello che la Nuova Zelanda e altri Paesi possono fare	1320i
1465e	is to reduce our demand on milk and dairy products.	è ridurre la domanda di latte e di prodotti caseari.	1321i
1466e	And the farmers, of course,	E gli allevatori, ovviamente,	1322i
1467e	will rise up in arms because it's their livelihood.	si infervoreranno perché è il loro mezzo di sostentamento	1323i
1468e	And so if you're going to say,	Quindi, se intendi dire:	1324i
1469e	"Okay, no more, you can't keep cows anymore."	"Ok, basta, non puoi più tenere le mucche"	1325i
1470e	there must be an alternative for those farmers	ci deve essere un'alternativa per questi allevatori,	1326i
1471e	because you've taken away their livelihood.	perché hai tolto loro il sostentamento.	1327i
1472e	(car hums along) (gentle music)	[musica tranquilla]	1328i
1473e	- [Chris] One of those alternatives could be growing hemp.	[Chris] <i>Un'alternativa poteva essere la coltivazione della canapa.</i>	1329i
1474e	Larrys Gold hemp products are made by a family	<i>I prodotti di canapa "Larrys Gold" nascono da una famiglia</i>	1330i
1475e	who are trying to find their way out of the dairy industry.	<i>che sta cercando di svincolarsi dall'industria casearia.</i>	1331i
1476e	So you're a fourth generation dairy farmer	- [Chris] Quindi voi siete la quarta generazione di una famiglia di allevatori	1332i
1477e	and you're considering getting out of the business.	e state considerando l'idea di abbandonare il settore.	1333i
1478e	Why is that?	Perchè?	1334i
1479e	- It just seems a bit crazy	- È semplicemente assurdo coltivare proteine vegetali	1335i

1480e	growing plant protein to feed animals to produce protein.	con le quali nutrire gli animali per produrre proteine.	1336i
1481e	So much less protein is produced	Tramite gli animali si producono molte meno proteine per ettaro di terra.	1337i
1482e	per hectare of animal protein so, you know,		
1483e	we've got a world to feed	Dal momento che c'è un mondo da sfamare	1338i
1484e	and there's so many starving people.	e così tante persone affamate,	1339i
1485e	It's just a step in the right direction.	è solo un passo nella giusta direzione.	1340i
1486e	We have to farm at the moment, you know, just for income.	Al momento abbiamo bisogno di allevare, solo per avere un'entrata.	1341i
1487e	And it's hard just to switch over	È difficile cambiare dall'oggi al domani,	1342i
1488e	with a lot of debt and stuff.	con tanti debiti e tutto il resto.	1343i
1489e	We need some change.	C'è bisogno di un cambiamento.	1344i
1490e	It has to be done the right way and phase it out, I guess?	Si deve fare nel modo giusto ed un passo alla volta, immagino.	1345i
1491e	(gentle music)	[musica dolce]	1346i
1492e	Potentially to (ndt. you) grow really good hemp around this area,	Si può coltivare un'ottima canapa in questa zona.	1347i
1493e	I think most of New Zealand, to be honest.	Credo nella maggior parte della Nuova Zelanda, onestamente.	1348i
1494e	Pretty hardy plant.	Molto robusta, come pianta.	1349i
1495e	- [Chris] And how likely is it for you guys	- [Chris] E pensate sia possibile per voi	1350i
1496e	that that's gonna become something financially viable?	che questa diventi un'attività redditizia?	1351i
1497e	- I think we can do it.	- Credo che possiamo farcela.	1352i
1498e	We need to have a better industry set up in New Zealand.	Vorremmo ci fosse un'industria maggiormente radicata in Nuova Zelanda.	1353i
1499e	It's pretty hard for guys like us,	È piuttosto difficile per quelli come noi,	1354i
1500e	'cause there's nothing around here either.	perché non c'è niente del genere qui intorno.	1355i
1501e	You know, pretty much everything dairy farming,	Praticamente solo allevamenti.	1356i
1502e	so that's all people know, you know?	Quindi la gente conosce solo quelli, no?	1357i
1503e	- The government body that is responsible	L'ente governativo incaricato di autorizzare l'industria della canapa	1358i
1504e	for enabling hemp industry is somewhat disabling it.	la sta in qualche modo ostacolando.	1359i
1505e	I guess the plant needs to be unlocked.	Questa pianta ha bisogno di essere liberata.	1360i
1506e	- [Chris] There seemed to be	[Chris] <i>Sembrava che ci fossero altre opportunità</i>	1361i
1507e	other options out there for farmers.	<i>là fuori per gli allevatori.</i>	1362i
1508e	So why wasn't that change happening more?	<i>Allora perché non erano in molti a cambiare?</i>	1363i
1509e	And why doesn't the hemp industry	<i>E perché l'industria della canapa</i>	1364i
1510e	have more government support?	<i>non aveva un maggior supporto da parte del governo?</i>	1365i
1511e	- We're really just scratching the surface	- Conosciamo solo la punta dell'iceberg delle potenzialità della canapa	1366i
1512e	of what hemp can do.		

1513e		[musica dolce] Sarà un cibo del futuro,	1367i
	Future food uses, future plastic uses, construction uses,	la plastica del futuro, un materiale da costruzione.	1368i
1514e	and hemp itself sucks up a hell of a lot of nitrogen.	E la canapa stessa assorbe un sacco di idrogeno.	1369i
1515e	It grows extremely fast and consumes	Cresce ad una velocità incredibile	1370i
1516e	four times more CO2 than pine does.	e assorbe 4 volte più CO2 rispetto ai pini.	1371i
1517e	If the government enabled us to use	Se il governo ci permettesse di utilizzare	1372i
1518e	the carbon credits for hemp (dreamy synth music)	i crediti di carbonio della canapa	1373i
1519e	on the emissions trading scheme,	nel sistema per lo scambio delle quote di emissione,	1374i
1520e	the economics of hemp would be unbelievably good.	il mercato della canapa ne gioverebbe incredibilmente.	1375i
1521e	But central government	Ma mi sembra che il governo centrale	1376i
1522e	haven't been supportive enough, I don't feel,	non stia offrendo un supporto sufficiente	1377i
1523e	for an industry that can solve	ad un'industria che potrebbe risolvere così tanti dei problemi sistemici	1378i
1524e	so many of the systemic problems		
1525e	that they're trying to undertake.	che loro stessi stanno cercando di affrontare.	1379i
1526e	I think hemp provides a wonderful solution to many of those.	Credo che la canapa offra una soluzione perfetta a molti di questi.	1380i
1527e	Farmers want to make a change.	Gli allevatori vogliono partecipare al cambiamento.	1381i
1528e	And that's what we are trying to do hugely is	E ciò che stiamo cercando intensamente di fare	1382i
1529e	enable this industry and get it moving off the ground	è abilitare questa industria, farle prendere il volo	1383i
1530e	and make it economically viable.	e renderla una valida fonte di reddito.	1384i
1531e	Once that happens,	Una volta che sarà successo,	1385i
1532e	then farmers will have a very easy decision to make.	la scelta sarà molto semplice per gli allevatori.	1386i
		[musica di suspense]	1387i
1533e	- [Chris] But the global demand for dairy is still rising.	[Chris] <i>Ma la domanda globale di latte è ancora in crescita.</i>	1388i
1534e	Even with all the plant-based alternatives available	<i>Nonostante tutte le alternative vegetali in commercio</i>	1389i
1535e	it's clear that most people around the world	<i>è chiaro che la maggior parte delle persone nel mondo</i>	1390i
1536e	are still buying into dairy industry marketing.	<i>acquista ancora nel settore caseario.</i>	1391i
1537e	Then I discovered that change might happen	<i>Poi, ho scoperto che il cambiamento può avvenire</i>	1392i
1538e	in a totally unexpected way.	<i>in maniera del tutto inaspettata.</i>	1393i
1539e	A major international report from RethinkX	<i>Un autorevole rapporto internazionale di RethinkX</i>	1394i
1540e	predicts that making real dairy without cows	<i>stima che produrre vero latte senza l'uso delle mucche</i>	1395i
1541e	will wipe out the global dairy industry by 2030.	<i>possa smantellare l'industria casearia entro il 2030.</i>	1396i

1542e	(haunting music)	[musica inquietante]	1397i
1543e	Once it's cheaper than dairy from cows,	<i>Quando costerà meno del latte di mucca,</i>	1398i
1544e	big companies like Nestle could switch	<i>le grandi aziende come Nestlè potrebbero tramutare</i>	1399i
1545e	their milk powder supply to the animal-free version.	<i>la loro produzione di latte in polvere nella versione "senza animali".</i>	1400i
1546e	And our milk powder exports could be doomed.	<i>E la nostra esportazione di latte in polvere sarebbe destinata a cessare.</i>	1401i
1547e	(dramatic sting)	(tonfo drammatico)	1402i
1548e	- RethinkX are saying in the US dairy industry	- RethinkX afferma che l'industria casearia statunitense	1403i
1549e	something like a 90% reduction	potrebbe vedere una diminuzione di circa il 90%	1404i
1550e	in their cow numbers within a decade.	del proprio numero di mucche entro un decennio.	1405i
1551e	- How realistic do you think (gentle guitar music)	- [Chris] Quanto credi sia realistico questo rapporto	1406i
1552e	that report is and how worried should New Zealand farmers be	e quanto dovrebbero spaventarsi gli allevatori neozelandesi	1407i
1553e	in terms of them having a sustainable career?	per la sostenibilità della propria professione?	1408i
1554e	- I think they should be really worried.	[musica di suspense] - Dovrebbero preoccuparsi molto.	1409i
1555e	I think the last thing the dairy industry	Credo che l'ultima cosa di cui l'industria dovrebbe preoccuparsi	1410i
1556e	should be worried about		
1557e	is a 10% greenhouse gas emissions by 2030.	sia la riduzione al 10% delle proprie emissioni entro il 2030.	1411i
1558e	I think they've gotta worry about	Dovrebbe invece chiedersi se sarà ancora in circolazione nel 2030.	1412i
1559e	will they even be around in 2030.		
1560e	- We're going to see	- Assisteremo al più significativo	1413i
1561e	the most consequential shift in food production systems	cambiamento del sistema produttivo alimentare	1414i
1562e	that we've ever seen in the past 10000 years.	che sia mai avvenuto negli ultimi 10000 anni.	1415i
1563e	Cow a technology will become redundant.	La mucca come mezzo di produzione diventerà ridondante.	1416i
1564e	This new technology is exponentially more efficient	Questa nuova tecnologia è esponenzialmente più efficiente.	1417i
1565e	and that means that we are seeing a huge, incredible shift,	E questo significa che stiamo assistendo ad un'enorme, incredibile svolta	1418i
1566e	the biggest one in humankind	la più grande nella storia dell'umanità	1419i
1567e	in the way food will be produced.	nel modo in cui il cibo verrà prodotto.	1420i
1568e	- [Chris] I went on the RethinkX website	[Chris] Sono andato nel sito di RethinkX	1421i
1569e	and saw that this animal free dairy	<i>e ho visto che questo latte senza animali</i>	1422i
1570e	is made by microbes instead of mammary glands.	<i>viene prodotto a partire da microbi invece che da ghiandole mammarie.</i>	1423i
1571e	These microbes are instructed to produce dairy proteins.	<i>Questi microbi sono istruiti a produrre proteine del latte.</i>	1424i
1572e	They go into a fermentation tank along with feed stock (ndt. feedstock),	<i>Si inseriscono in una tanica di fermentazione insieme alla materia prima</i>	1425i
1573e	and when it's finished fermenting	<i>e quando la fermentazione è finita</i>	1426i

1574e	the microbes are filtered out,	<i>vengono filtrati fuori,</i>	1427i
1575e	leaving real dairy protein that's identical	<i>lasciando vere proteine del latte,</i>	1428i
1576e	to what's found in cow's milk.	<i>identiche a quelle contenute nel latte di mucca.</i>	1429i
1577e	(soft electronic music)		
1578e	It's also made with 5% of the resources,	<i>È inoltre prodotto con il 5% delle risorse</i>	1430i
1579e	1 % of the waste and 0% of the cows.	<i>l'1% degli sprechi e lo 0% delle mucche.</i>	1431i
1580e	And because it's real dairy,	<i>E, dal momento che è vero latte,</i>	1432i
1581e	it tastes exactly like what we're used to,	<i>ha lo stesso sapore del latte a cui siamo abituati,</i>	1433i
1582e	but it does come with some of the health risks	<i>ma si accompagna ad alcuni dei rischi per la salute</i>	1434i
1583e	that animal proteins are linked with.	<i>associati alle proteine animali.</i>	1435i
1584e	As I was looking into this coming agricultural disruption,	<i>Mentre mi documentavo su questa rivoluzione dell'agricoltura,</i>	1436i
1585e	COVID took over the world.	<i>il Covid dilagò in tutto il mondo.</i>	1437i
1586e	(tense music)	[musica inquietante]	1438i
1587e	In lockdown, I read about the spread of zoonotic diseases.	<i>In lockdown, ho letto qualcosa sulla trasmissione delle malattie zoonotiche,</i>	1439i
1588e	Those that jump from animals to humans, like COVID-19.	<i>quelle che si trasmettono dagli animali all'uomo, come il Covid-19.</i>	1440i
1589e	It turns out that many devastating diseases	<i>È emerso che molte malattie devastanti hanno avuto origine animale,</i>	1441i
1590e	have come from animals, including Ebola,	<i>come l'Ebola, la SARS, l'HIV</i>	1442i
1591e	SARS, HIV, and measles,		
1592e	which originally spread from cattle to humans.	<i>e il morbillo, che in origine si propagava dal bestiame all'uomo.</i>	1443i
1593e	I was alarmed to see	<i>Mi sono preoccupato leggendo che</i>	1444i
1594e	that the increased demand for animal protein	<i>la crescente domanda di proteine animali</i>	1445i
1595e	is the number one risk factor	<i>è il fattore di rischio numero uno</i>	1446i
1596e	for the emergence of zoonotic diseases.	<i>per lo sviluppo di malattie zoonotiche.</i>	1447i
1597e	Now seemed like a good time to talk with people	<i>Mi sembrava il momento adatto per andare a parlare con qualcuno</i>	1448i
1598e	who could tell me more about dairy 2.0.	<i>che potesse dirmi qualcosa in più riguardo al latte 2.0:</i>	1449i
1599e	(cow mows)		
1600e	Milk made without cows.	<i>il latte prodotto senza mucche.</i>	1450i
1601e	(guitar music)	[musica ritmata]	1451i
1602e	- As soon as you remove cows from the equation,	<i>- Quando elimini le mucche dall'equazione,</i>	1452i
1603e	the business of dairy becomes much, much easier	<i>il mercato lattiero-caseario diventa molto, molto più intuitivo</i>	1453i
1604e	and much, much more profitable.	<i>e molto, molto più redditizio.</i>	1454i
1605e	The milk created without cows would completely blow	<i>Il latte prodotto senza mucche spazzerebbe via l'industria tradizionale.</i>	1455i
1606e	the traditional industry out of the water.		
1607e	- Fermentation, the way that you produce beer,	<i>- La fermentazione, che è il modo in cui si produce la birra,</i>	1456i

1608e	is going to be the way that you produce proteins.	diventerà il modo in cui si produrranno le proteine.	1457i
1609e	Essentially it's gonna be 10 times cheaper	In sostanza, sarà 10 volte più economico	1458i
1610e	than animal protein.	delle proteine animali.	1459i
1611e	Cows cannot possibly compete with this.	Le mucche non possono proprio competere con questo.	1460i
1612e	And the same fate is going to happen with all livestock.	E lo stesso avverrà con tutto il bestiame:	1461i
1613e	Pigs, chickens, sheep, first cows,	maiali, polli, pecore...	1462i
		Prima le mucche,	1463i
1614e	because they are the most inefficient	che sono il sistema di produzione alimentare più inefficiente in assoluto.	1464i
1615e	food production system on the planet.		
1616e	The cow produces 96% waste.	Una mucca crea un 96% di rifiuto!	1465i
1617e	Of everything that it consumes, 96% is waste.	Di tutto quello che consuma, il 96% è rifiuto.	1466i
1618e	So essentially you're building up this cow	Quindi, in sostanza, stai crescendo questa mucca	1467i
1619e	for two or three years and you need all this land	per due o tre anni e ti serve tutto questo terreno,	1468i
1620e	and all this energy and all this water,	tutta questa energia e tutta questa acqua	1469i
1621e	and 88% of that milk is water with no economic value.	e l'88% del latte è acqua, senza alcun valore economico.	1470i
1622e	There are companies already making casein and whey	Ci sono già aziende che stanno producendo caseina e siero di latte,	1471i
1623e	here in Silicon Valley and around the world,	qui nella Silicon Valley e in tutto il mondo,	1472i
1624e	directly with precision fermentation,	direttamente con la fermentazione di precisione	1473i
1625e	and selling it to cheese makers.	e li stanno vendendo ai produttori di formaggi.	1474i
1626e	I have eaten cheese from a Kiwi company	Ho assaggiato il formaggio di un'azienda kiwi	1475i
1627e	that is making precision fermentation cheese	che produce formaggi con la fermentazione di precisione	1476i
1628e	here in San Francisco. (guitar music)	qui a San Francisco.	1477i
1629e	- When did you start New Culture and what's it all about?	- [Chris] Quando è nata New Culture e di cosa si tratta?	1478i
1630e	- So I started New Culture in early 2018.	- Dunque, New Culture è nata all'inizio del 2018.	1479i
1631e	What New Culture does is we make cow cheese without the cow.	New Culture si occupa di produrre formaggio di mucca senza la mucca.	1480i
1632e	That's animal free, that's sustainable,	È senza animali, è sostenibile	1481i
1633e	and that's indistinguishable	ed è indistinguibile dal classico formaggio che tutti amano.	1482i
1634e	from the dairy cheese everyone loves.		
1635e	And what's actually very interesting	E la cosa veramente interessante	1483i
1636e	is that this process of making	è che questo metodo di produzione di proteine animali senza l'uso di animali	1484i
1637e	an animal protein without the animal is already used		
1638e	in the dairy cheese industry.	è già impiegato nell'industria casearia tradizionale	1485i

1639e	And now over 90% of dairy cheeses today	e ad oggi il 90% dei formaggi di latte di mucca	1486i
1640e	are made using this animal enzyme	sono fatti con questo enzima prodotto senza gli animali.	1487i
1641e	that's made without the animal.		
1642e	It is tough to be a Kiwi looking to disrupt	È dura essere un kiwi che cerca di destabilizzare	1488i
1643e	the New Zealand economy in this way,	l'economia neozelandese in questo modo,	1489i
1644e	but, with the way the world's going,	ma per come sta andando il mondo	1490i
1645e	we need to change and we need to be proactive about that.	dobbiamo cambiare e dobbiamo farlo finchè siamo in tempo.	1491i
1646e	(suspenseful music) - New Zealand's dairy exports	- L'esportazione dei prodotti caseari neozelandesi	1492i
1647e	could be whipped out without a single consumer	potrebbe sparire senza che un singolo consumatore	1493i
1648e	changing their behavior from animal proteins	debba cambiare le sue abitudini alimentari dalle proteine animali	1494i
1649e	to precision fermentation proteins.	alle proteine da fermentazione di precisione.	1495i
1650e	This is all a business to business disruption.	Non è altro che un passaggio da un mercato a un altro.	1496i
		[musica cupa]	1497i
1651e	When is that going to happen?	Quando questo avverrà?	1498i
1652e	The technology cost curve will determine that,	Lo determinerà la curva di costo della tecnologia.	1499i
1653e	the market will determine that,	Lo determinerà il mercato.	1500i
1654e	but there's no doubt that it's going to happen.	Ma non c'è alcun dubbio che avverrà.	1501i
1655e	- I realized that this disruption is already happening,	[Chris] <i>Ho capito che questa rivoluzione è già in corso,</i>	1502i
1656e	with investments in fermentation companies	<i>con gli investimenti nelle aziende di fermentazione</i>	1503i
1657e	at the highest level ever.	<i>ai massimi storici.</i> [musica inquietante]	1504i
1658e	Over \$435 million invested in just the first half of 2020.	<i>Più di 435 milioni di dollari investiti solo nella prima metà del 2020.</i>	1505i
1659e	Why wasn't everyone talking about the end of the cash cow	<i>Perché allora nessuno parlava della fine della mucca da reddito,</i>	1506i
1660e	instead of saying there's no threat?	<i>invece di dire che non c'è alcuna minaccia?</i>	1507i
		LATTE SINTETICO, NON CI SPAVENTA	1508i
1661e	- [Tony] Disruptions usually happen quickly	- [Tony] Le rivoluzioni di solito avvengono velocemente	1509i
1662e	and wipe out the existing system.	e spazzano via il sistema già esistente.	1510i
1663e	Think of a forest fire.	Si pensi ad un incendio:	1511i
1664e	When the forest is tinder ready,	quando la foresta è pronta,	
1665e	just a little spark and the whole forest goes.	basta una minuscola scintilla e l'intera foresta è andata.	1512i
1666e	It's what I call market trauma.	È ciò che io chiamo "trauma di mercato":	1513i
1667e	If you think your cash flows are going to drop	se prevedi che il tuo flusso monetario sia destinato a calare	1514i
1668e	by 90% over the next 10 years,	del 90% nel giro di 10 anni,	1515i

1669e	then that is going to be reflected in your stock today.	questo si deve riflettere nelle tue azioni oggi.	1516i
1670e	Not in 10 years, but today. (suspenseful music)	Non tra 10 anni, ma oggi.	1517i
1671e	(dramatic sting)	(tonfo drammatico)	1518i
1672e	- Do you think New Zealand should be worried	[musica di suspense] - Crede che la Nuova Zelanda	1519i
1673e	about these disruptive industries?	dovrebbe temere queste industrie innovative?	1520i
1674e	(guitar music)		
1675e	- We're looking for a premium	- Noi ricerchiamo la massima qualità, cerchiamo di produrre	1521i
1676e	and we have to produce better products,		
1677e	better quality products.,	alimenti sempre migliori, di miglior qualità,	1522i
1678e	convince consumers that, you know,	convincere i consumatori che vogliono la migliore nutrizione,	1523i
1679e	they want the best nutrition,		
1680e	and then we can remain viable as a farming country.	così potremo rimanere validi come Paese agricolo.	1524i
1681e	- The old chestnut of	- La vecchia storia del "ci sarà sempre mercato	1525i
1682e	"Well, there'll always be a market for premium products"	per i prodotti di prima qualità"	1526i
1683e	is just so cemented into the psyche of our leaders.	è troppo ben radicata nella psiche dei nostri leader politici.	1527i
1684e	The dairy industry, no matter how quickly they pivot,	L'industria casearia, indipendentemente da quanto velocemente invertirà la rotta,	1528i
1685e	it's more like they're just shuffling the, you know,	sembra più che altro ballare sulla nave che affonda.	1529i
1686e	the chairs on the Titanic.		
1687e	We need a new boat. Animal free.	Ci serve una nuova nave. Senza animali.	1530i
1688e	When you have old, largely pale, male stale leaders,	Quando hai dei leader vecchi, pallidi, raggrinziti e di sesso maschile,	1531i
1689e	then to get that new dialogue coming through	affrontare queste nuove tematiche è come parlare al muro.	1532i
1690e	it's almost like pushing shit uphill.		
1691e	- They're trying slow down change.	- Stanno cercando di rallentare il cambiamento	1533i
1692e	And because of that,	E, per questo motivo,	1534i
1693e	they're constantly staying on the wrong side of history.	si ostinano a stare dalla parte sbagliata della storia.	1535i
1694e	(guitar music)		
1695e	- What does that mean for dairy companies?	- Cosa significa per l'industria casearia?	1536i
1696e	What does that mean for the dairy community?	Cosa significa per chi lavora nel settore?	1537i
1697e	What does that mean for New Zealand's communities at large?	Cosa significa per la comunità neozelandese nel suo complesso?	1538i
1698e	This is beyond Fonterra. This is our livelihood.	Questo va oltre Fonterra. Si tratta della nostra sopravvivenza.	1539i
1699e	- And those are the sort of questions	- E sono queste le domande che il Governo si dovrebbe fare.	1540i

1700e	that the government really needs to be thinking about.		
1701e	And I think that's just too scary for them.	E credo che gli faccia davvero molta paura.	1541i
1702e	It's just way too scary.	Decisamente troppa paura.	1542i
1703e	- I'm trying to wake New Zealand up to the fact	- Cerco di svegliare la Nuova Zelanda	1543i
1704e	that there is an urgency.	sul fatto che c'è un'urgenza.	1544i
1705e	The scientists get there long before other people get there.	Gli scienziati ci arrivano molto prima degli altri.	1545i
1706e	Lots of people have talked about pandemics,	Molti parlano da anni delle pandemie, incluso me stesso,	1546i
1707e	including myself for years,		
1708e	and everybody ignored us there too.	e siamo sempre stati ignorati anche lì.	1547i
1709e	It's happened with the pandemic.	È successo con la pandemia.	1548i
1710e	It's happened with climate change.	È successo col cambiamento climatico.	1549i
1711e	(soft electronic music)	[musica di suspense]	1550i
1712e	- This is not about only destruction.	- Non si parla solo di distruzione.	1551i
1713e	This is also a massive opportunity.	Questa è anche un'enorme opportunità.	1552i
1714e	I mean, I see the precision fermentation industry	Vedo l'industria della fermentazione di precisione	1553i
1715e	as an emerging trillion dollar industry.	come un'emergente industria multimiliardaria.	1554i
1716e	- I don't think we are at all prepared	- Credo che non siamo per nulla preparati	1555i
1717e	for a massive change of this type.	per un cambiamento di questo genere.	1556i
1718e	. And I don't say that to be alarmist, more to be realistic.	E non lo dico per essere allarmista, ma più per essere realista.	1557i
1719e	I would like to see more of our smarts being package up	Mi piacerebbe che sfruttassimo la nostra intelligenza	1558i
1720e	into intellectual property	per contribuire ad opere ingegnose	1559i
1721e	rather than selling carcasses	piuttosto che per vendere carcasse	1560i
1722e	or bags of dehydrated powders.	o pacchi di polveri disidratate.	1561i
1723e	- New Zealand better prepare for this disruption.	- La Nuova Zelanda farebbe meglio a prepararsi a questa rivoluzione.	1562i
1724e	As in now, as in the COVID disruption,	Come è successo con il chaos generato del Covid,	1563i
1725e	those who were prepared and those who acted decisively,	quelli che erano preparati e che hanno agito con decisione,	1564i
1726e	are the ones who are gonna come out on top more quickly.	saranno quelli che ne usciranno meglio e prima.	1565i
1727e	(suspenseful music) - I was blown away	[musica angosciante] [Chris] <i>Ero sconvolto</i>	1566i
1728e	by everything I'd learned.	<i>da tutto quello che avevo appreso</i>	1567i
1729e	And the fact that the government	<i>e del fatto che il governo sembrasse ancora negare tutto.</i>	1568i
1730e	still seems to be in denial about it.		
1731e	That means we are not preparing	<i>Significa che non ci stiamo preparando,</i>	1569i
1732e	and neither are other countries.	<i>e nemmeno gli altri Paesi.</i>	1570i
1733e	It was clear to me that we're in big trouble	<i>È chiaro che siamo in serio pericolo</i>	1571i

1734e	if we don't take this seriously and make urgent changes.	<i>a meno che non prendiamo la cosa seriamente</i>	1572i
		<i>e non ci sbrighiamo a cambiare.</i>	1573i
1735e	It turns out that Aotearoa, New Zealand, the US and the EU	<i>Ho scoperto che l'Aotearoa-Nuova Zelanda,</i>	1574i
		<i>gli Stati Uniti e l'Unione Europea</i>	1575i
1736e	account for nearly half of all global dairy production	<i>contano come circa metà della produzione globale di latticini</i>	1576i
1737e	and these governments are also in the best position	<i>E i loro governi sono al tempo stesso nella posizione migliore</i>	1577i
1738e	to help farmers transition out of dairy,	<i>per aiutare gli allevatori nella transizione,</i>	1578i
1739e	saving our economy and our environment.	<i>salvando la nostra economia e il nostro ambiente.</i>	1579i
1740e	- We need to support our farming communities to transition.	- Dobbiamo supportare le nostre comunità agricole nella transizione.	1580i
1741e	I think it is unfair for decades to have encouraged them	Credo sia ingiusto che per decenni le abbiamo incoraggiate	1581i
1742e	to go into intensive dairy and then expect them	a buttarsi nell'allevamento intensivo	1582i
1743e	to somehow tomorrow switch.	e ora ci aspettiamo che cambino in qualche modo dall'oggi al domani.	1583i
1744e	- Support people to actually, you know, change.	- Aiutate le persone a fare un vero cambiamento!	1584i
1745e	(bright music) We are all products	[musica gioiosa] Tutti noi siamo il risultato	1585i
1746e	of where we've come from and the life we're born into,	del nostro percorso di vita e della realtà in cui siamo nati.	1586i
1747e	but we don't have to continue this way, you know?	Ma non dobbiamo per forza continuare nella stessa direzione.	1587i
1748e	You know, and we wanna live here.	Sai, qui ci vogliamo vivere!	1588i
1749e	So, clearly, living means not dairy farming	Quindi ovviamente per vivere non dobbiamo allevare,	1589i
1750e	'cause then dairy farming's not really living.	perché l'allevamento non è una bella vita.	1590i
1751e	I think we've just stumbled onto this	Abbiamo scovato una coltura meravigliosa per la nostra regione.	1591i
1752e	fantastic crop for our region.		
1753e	Pumpkins just seem to be, a boomer reality.	Le zucche sembrano proprio... una realtà esplosiva!	1592i
1754e	Absolutely boomer.	Davvero esplosiva.	1593i
1755e	We're hoping that pumpkin seeds	Confidiamo che i semi di zucca	1594i
1756e	will wipe the floor with dairy.	facciano piazza pulita del latte.	1595i
1757e	Well, if it beat dairy farming out, return wise,	Beh, se riuscissero a battere l'allevamento, in termini di guadagno,	1596i
1758e	why would a farmer not do it?	perché non sceglierli?	1597i
1759e	I can't imagine why they would be so bloody-minded	Non riesco a immaginare perché gli allevatori dovrebbero essere	1598i
1760e	about milking cows forever.	così sanguinari da mungere mucche per sempre.	1599i
1761e	(bright music)		
1762e	I think I'm coming into a good space now,	Questo sta diventando un luogo sereno.	1600i

1763e	and it's been the move away from dairy farming, definitely.	Ed è perché... ho abbandonato l'allevamento, senza dubbio.	1601i 1602i
1764e	With the future generations	Con le future generazioni,	1603i
1765e	I think the farm will be in good hands.	sono sicuro che la fattoria sarà in buone mani.	1604i
1766e	The land will be in good hands, you know?	La terra sarà in buone mani, sai?	1605i
1767e	(gentle guitar music)	[musica positiva]	1606i
1768e	- [Chris] I'd heard of a dairy farm near Wellington	[Chris] Avevo sentito di un allevamento vicino a Wellington	1607i
1769e	that's making a transition to growing organic vegetables.	che stava passando alla coltivazione di ortaggi biologici.	1608i
1770e	Cameron Family Farms is owned by filmmaker,	La Cameron Family Farms è di proprietà del regista James Cameron	1609i
1771e	James Cameron and his wife, Suzy.	e di sua moglie, Suzy.	1610i
1772e	- We bought our farm in the Wairarapa in 2011.	- Abbiamo comprato la nostra fattoria nel Wairarapa nel 2011.	1611i
1773e	We had two dairies within the farm	Producevamo due tipi di latte	1612i
1774e	and one of them being a very successful dairy.	e uno dei due aveva particolarmente successo.	1613i
1775e	Even though I had been in	Nonostante fossi stata nel settore ambientale per decenni,	1614i
1776e	the environmental sector for decades,		
1777e	no one had ever mentioned anything about animal agriculture.	nessuno mi aveva mai parlato degli allevamenti.	1615i
1778e	They talked about dead zones, ocean acidification,	Si parlava di zone morte, acidificazione degli oceani,	1616i
1779e	deforestation, biodiversity loss, et cetera, et cetera.	deforestazione, perdita di biodiversità, eccetera eccetera.	1617i
1780e	If you put animal agriculture in the middle,	Se metti l'allevamento al centro,	1618i
1781e	you can put all of those things around the outside	le altre cose possono stargli attorno ed è tutto collegato.	1619i
1782e	and they all connect.		
1783e	I didn't know any of this!	Non sapevo nulla di tutto ciò!	1620i
1784e	And in may 2012,	E nel maggio del 2012 siamo diventati vegani	1621i
1785e	we went plant-based and realized that our dream	e abbiamo capito che il nostro sogno	1622i
1786e	to have this beautiful organic dairy organization	di avere questa bella azienda di latte biologico	1623i
1787e	didn't seem like the right way to go.	non era la strada giusta.	1624i
1788e	So we closed the dairies down.	Così abbiamo chiuso col latte.	1625i
1789e	So now we grow organic veggies.	Ora coltiviamo ortaggi biologici.	1626i
1790e	You need less land, you need less water,	Serve meno terreno.	1627i
		Serve meno acqua.	1628i
1791e	you need less inputs.	Servono meno stimoli esterni.	1629i
1792e	It's a much more efficient way of growing food.	È un modo molto più efficiente di produrre cibo.	1630i
1793e	And most recently the thing that has come up	E uno degli eventi più recenti che abbiamo vissuto,	1631i

1794e	that should probably be the number one thing	che al momento dovrebbe esserci ben impresso nella mente,	1632i
1795e	on our radar right now is pandemics.	è la pandemia.	1633i
1796e	So, 75 to 80% of all diseases that have been created	Beh, il 75 - 80% di tutte le malattie al mondo	1634i
1797e	have been created because of the exploitation of animals.	si sono sviluppate a causa dello sfruttamento animale.	1635i
1798e	- Is this a change that you think	– Pensate che sia un cambiamento	1636i
1799e	other dairy farmers in the area could also take on?	fattibile anche per altri allevatori della zona?	1637i
1800e	- One of the things that we noticed very early on	– Una delle cose che abbiamo notato subito	1638i
1801e	was just how quickly New Zealanders can pivot.	è quanto rapidamente i neozelandesi riescano ad adattarsi.	1639i
1802e	Plant-based food products are the largest growing sector	I prodotti a base vegetale costituiscono	1640i
1803e	within the food sector around the world.	uno dei settori alimentari più in crescita in tutto il mondo.	1641i
1804e	People have to be able to do it in a way	Le persone devono essere in grado di svilupparlo	1642i
1805e	that it's lucrative.	in un modo che sia redditizio.	1643i
1806e	It also has to do with being able to	È anche una questione di riuscire	1644i
1807e	look at themselves in the mirror at the end of the day,	a guardare il nostro riflesso nello specchio a fine giornata,	1645i
1808e	knowing what it's doing to the land,	sapendo cosa stiamo facendo alla terra.	1646i
1809e	knowing what it's doing to people's health,	Sapendo cosa stiamo facendo alla salute delle persone.	1647i
1810e	knowing what it's doing to the animals.	Sapendo cosa stiamo facendo agli animali.	1648i
1811e	Even if it was healthy to eat animals	Anche se mangiare carne fosse salutare,	1649i
1812e	there is no way that we can feed humankind	non è proprio possibile sfamare l'umanità	1650i
1813e	by eating animals.	mangiando animali.	1651i
		[musica positiva]	1652i
1814e	(suspenseful music)	[musica cupa]	1653i
1815e	- [Chris] No wonder we already have a world hunger issue.	[Chris] <i>Non c'è da stupirsi se abbiamo la fame nel mondo.</i>	1654i
1816e	. It's partly to do with how we're using the land.	<i>È in parte dovuto all'uso che facciamo del suolo.</i>	1655i
1817e	One acre of land can produce	<i>In un acro di terra si possono produrre</i>	1656i
1818e	15 times more protein from plants	<i>15 volte più proteine dalle piante</i>	1657i
1819e	than the same area of land used for farming animals.	<i>rispetto che dagli animali allevati in un'area equivalente.</i>	1658i
1820e	We're also using over ¼ of the world's agricultural land	<i>Inoltre, usiamo più di ¼ del suolo coltivabile del pianeta</i>	1659i
1821e	for farmed animals and to grow food to feed them.	<i>per allevare animali E coltivare cibo destinato a loro.</i>	1660i
1822e	- Just imagine more grain today is grown to feed	– Basti pensare che oggi si coltivano più cereali destinati	1661i
1823e	our farm animals than starving people.	agli animali allevati che alle persone che muoiono di fame.	1662i

1824e	You know what we're doing now doesn't make sense.	Quello che stiamo facendo non ha senso.	1663i
1825e	So, we need a whole new way of thinking.	Ci serve un modo di pensare completamente nuovo.	1664i
1826e	- [Chris] In 2019,	[Chris] <i>Nel 2019, alcuni autorevoli scienziati da tutto il mondo</i>	1665i
1827e	world leading scientists from across the globe		
1828e	came together to answer this question:	<i>si sono riuniti per rispondere a questa domanda:</i>	1666i
1829e	"Can we feed a future population of 10 billion people,	<i>"Possiamo garantire ai futuri 10 miliardi di persone</i>	1667i
1830e	a healthy diet within planetary boundaries?"	<i>una dieta sana all'interno dei confini di questo pianeta?"</i>	1668i
1831e	They discovered that without a global shift	<i>Hanno concluso che, senza un cambiamento di massa</i>	1669i
1832e	to a plant-based diet,	<i>verso un'alimentazione a base vegetale,</i>	1670i
1833e	today's children will inherit a planet	<i>i bambini di oggi erediteranno un pianeta gravemente danneggiato,</i>	1671i
1834e	that's been severely degraded		
1835e	and where much of the population will increasingly suffer	<i>dove sempre più persone soffriranno di malnutrizione</i>	1672i
1836e	from malnutrition and preventable disease.	<i>e malattie che si potevano prevenire.</i>	1673i
1837e	From everything I'd learned,	<i>Secondo quello che avevo appreso,</i>	1674i
1838e	it wasn't just dairy	<i>non era solo il latte che avremmo dovuto abbandonare</i>	1675i
1839e	that we needed to move away from consuming.		
1840e	It was all animal products.	<i>ma qualsiasi prodotto di origine animale.</i>	1676i
1841e	(dramatic sting) (suspenseful music)	(tonfo drammatico) [musica solenne]	1677i
1842e	If everyone ate a plant-based diet	<i>Se tutti avessimo una dieta a base vegetale,</i>	1678i
1843e	we'd free up land area greater than the size of Africa.	<i>libereremmo un'area più grande dell'Africa.</i>	1679i
1844e	A lot of the world's farmland	<i>Molti dei terreni dell'allevamento</i>	1680i
1845e	could be returned to native species,	<i>si ripopolerebbero di specie autoctone,</i>	1681i
1846e	an effective way of storing carbon	<i>un modo efficace di assorbire carbonio</i>	1682i
1847e	and increasing biodiversity at the same time.	<i>e insieme favorire la biodiversità.</i>	1683i
1848e	In New Zealand,	<i>In Nuova Zelanda, mangiare a base vegetale</i>	1684i
1849e	going plant-based would reduce our dietary emissions	<i>ridurrebbe le emissioni della nostra dieta di oltre il 40%</i>	1685i
1850e	by over 40%, along with saving the healthcare system	<i>e risparmierebbe al sistema sanitario</i>	1686i
1851e	up to \$20 billion over our lifetime.	<i>fino a 20 miliardi di dollari nel corso di tutta la vita.</i>	1687i
1852e	- Every time you put plant-based food on your plate,	- <i>Ad ogni pasto in cui si sceglie di mangiare vegetale</i>	1688i
1853e	you're doing something good for your health	<i>si sta facendo del bene alla propria salute,</i>	1689i
1854e	and for the environment and for the animals.	<i>all'ambiente e agli animali.</i>	1690i

1855e	It will not matter if we have electric cars	Non conterà se avremo macchine elettriche	1691i
1856e	or if we have sustainable clothing to wear	o se indosseremo abiti sostenibili	1692i
1857e	if we don't do something about our environment.	se non facciamo ora qualcosa per l'ambiente.	1693i
1858e	And that is a huge piece of it,	E questo gioca un ruolo importantissimo:	1694i
1859e	to be able to shift away from animal agriculture.	l'essere in grado di...	1695i
		Abbandonare l'allevamento.	1696i
		[musica solenne]	1697i
1860e	(haunting music) For me,	[Chris] <i>Per me, il latte è sempre stato un'alimento normale</i>	1698i
1861e	dairy was a normal part of life growing up in New Zealand	<i>crescendo in Nuova Zelanda,</i>	1699i
1862e	So it's been a disturbing journey coming to understand	<i>quindi sono rimasto turbato quando ho capito</i>	1700i
1863e	that milk isn't the wholesome product	<i>che non è l'alimento genuino</i>	1701i
1864e	we're led to believe it is,	<i>che ci hanno sempre fatto credere</i>	1702i
1865e	and that animal agriculture	<i>e che l'allevamento è dannoso per il nostro futuro</i>	1703i
1866e	is damaging our future in so many ways.	<i>per così tante ragioni.</i>	1704i
1867e	But I have hope for a different future.	<i>Ma ho speranza in un futuro diverso.</i>	1705i
1868e	Instead of continuing down this doomed path,	<i>Invece di continuare su questa strada senza uscita,</i>	1706i
1869e	we could grow healthier and more sustainable	<i>potremmo essere più sani e sostenibili coltivando vegetali,</i>	1707i
1870e	sustainable plant-based food from less land.	<i>utilizzando molto meno suolo,</i>	1708i
1871e	Rewild the land we gain back	<i>restituendo alla natura il suolo risparmiato</i>	1709i
1872e	and live ethically with all life on this planet.	<i>e vivendo in modo etico con tutte le forme di vita sulla Terra.</i>	1710i
1873e	Companies like Fonterra will have to decide	<i>Le aziende come Fonterra dovranno decidere</i>	1711i
1874e	which side of history they want to be on,	<i>da che parte della storia vorranno stare:</i>	1712i
1875e	to keep hiding from the truth	<i>se continuare a sfuggire alla realtà</i>	1713i
1876e	or to work together on solutions.	<i>o lavorare insieme alle soluzioni.</i>	1714i
1877e	- We all each have a responsibility,	- Ognuno di noi ha una responsabilità,	1715i
1878e	because every day we live,	perché ogni giorno generiamo un impatto sul pianeta.	1716i
1879e	we make some impact on the planet.		
1880e	We have a choice as to what sort of impact	Abbiamo la possibilità di scegliere che tipo di impatto avere	1717i
1881e	we're going to make.		
1882e	And if billions of people make ethical choices every day,	E se miliardi di persone compiono scelte etiche ogni giorno,	1718i
1883e	even small ones,	anche piccole,	1719i
1884e	that's going to lead to change,	questo porterà ad un cambiamento.	1720i
1885e	and eventually the impossible will have become possible	E alla fine l'impossibile sarà diventato possibile	1721i
1886e	and we'll change the world.	e avremo cambiato il mondo.	1722i

1887e	("Saints" by Moby)	("Saints" di Moby)	1723i
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