

From Bankrupt Pig Farmer to Solo Director: How AI Allowed One Man to Create the First AI Animated Food Documentary

The documentary presents a new concept of how food creates chronic inflammation



Drogheda, Louth Sep 23, 2026 ([IssueWire.com](https://www.issuewire.com)) - Following the collapse of his boutique pork enterprise due to European supply chain crises, Irish pig farmer Colin Marry spent a year getting up at 4:30 AM every morning with a single laptop. Working without a crew, studio, or budget, Marry leveraged generative AI tools to write, direct, animate, and edit a 1-hour and 23-minute interactive animated documentary: **Which Food Is Killing You?**

Now streaming direct-to-consumer at poshpork.com, the film investigates chronic inflammatory disease—the driver behind three out of five global deaths—and puts four common dietary suspects on trial before the viewer.

Unlike traditional documentaries, **Which Food Is Killing You?** is built around interactive group participation. Viewers sitting in living rooms, school classrooms, or workplaces scan a QR code with their phones to act as a jury, answering interactive evidentiary questions in real-time as the film progresses, a true court of public opinion.

A Story Born from Systemic Failure

Before making the film, Marry gained international recognition for "Olive Pork"—a sustainable farming initiative feeding pigs olive pomace and flax to dramatically boost natural flavour Omega-3s. When global feed costs soared following geopolitical crises, supermarket rejections forced the liquidation of his farm.

"The supermarkets told me honest truths: 'Nobody has heard of you,'" says Marry. "Big Food spends billions convincing people what to eat, while real producers have only a label and a hope. I realized I didn't need to fix the farm first—I needed to fix the gap in what people understood about what food does inside their bodies."

Democratizing Feature Animation via AI

With zero filmmaking background, Marry turned to newly emerging AI generation tools to bring his script and complex biological concepts to life visually. The result is the first feature-length animated food documentary powered exclusively by generative visual AI.

Key Film Features:

- Direct-to-Consumer Model: Streamable globally on poshpork.com for a single household fee of €15.
- Living Room Jury System: Audience members join via smartphone (no app or sign-up required) to vote on evidence, driving cross-generational debate.
- Fully Sourced Research: Every medical and agricultural claim in the documentary is publicly cited and downloadable.

"This film was designed for three generations sitting on the same sofa—a teenager, a parent, and a grandparent—arguing about evidence," Marry added. "AI didn't write the research or the argument, but it gave a solo creator the power of a Hollywood animation studio."

Trailer and direct streaming access are available now at <https://www.poshpork.com>.

About Posh Pork / Colin Marry

Posh Pork is an independent media project founded by Irish pig farmer and creator Colin Marry. The project is 100% self-funded and operates without commercial, institutional, or pharmaceutical backing.

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