



# Three Wise Kangaroos



## Welcome to the future of guilt-free burgers

### Lead-in

1. How much meat do you eat on average per week? What type of meat do you eat most of? Can you imagine giving up meat entirely?
2. Are people in your country keen on meat? If so, do you think it is a bad thing?
3. Do you ever think about the impact meat production has on the environment?



### Video

Watch a short video about a new type of meat and answer the questions.

<https://www.youtube.com/watch?v=QO9SS1NS6MM>

1. What is lab-grown meat and how is it different from standard meat?
2. In what respect is clean meat better than standard meat, according to its creators?
3. At present, what are people's reactions to the idea of lab-grown meat?
4. What conditions must be met for people to warm up to lab-grown meat?
5. What is the start-up called Just trying to do?
6. According to Just's CEO, what thresholds must the meat pass?
7. Complete the extract from the video.

To grow clean meat the technicians take a small amount of \_\_\_\_\_ from an animal and filter it and isolate \_\_\_\_\_ that they can grow. That means providing warmth and \_\_\_\_\_ as well as giving them salt, sugars and proteins, essentially tricking the cells into thinking that they are still inside their \_\_\_\_\_. The cells naturally replicate as they would inside the body growing into something that looks more and more like food. While they can grow \_\_\_\_\_, fat and connective tissue from these starter strains, the big challenge is building them in a way that \_\_\_\_\_ the meat we're used to.



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8. How close are we to lab-growing a steak?
9. What are the advantages of producing lab-grown fish meat?
10. What's the uncanny valley of meat?
11. The same technology could be used to produce a guilt-free version of foie gras. What is foie gras and how is it made traditionally?
12. What organization is PETA? What's its attitude towards lab-grown meat?
13. What's the biggest disadvantage of clean meat at the moment?

## Over to you

1. What do you think about the idea of lab-grown meat presented in the video? Is it a viable way of feeding future meat-hungry generations?
2. Do you think it is likely this meat will become mainstream food within the next few years?
3. In your opinion, is clean meat the way to go for a more sustainable, greener living? Should this initiative be supported with public money?
4. Have you ever refused to eat a particular type of food because of the way it was produced (e.g. by force-feeding an animal, like the foie gras)?
5. If you are a vegetarian/ a vegan, would you try clean meat knowing that it doesn't involve killing animals?
6. At this stage of development, the production of synthetic meat is not efficient enough to meet the world's demand. However, by 2050 the world's population will have reached 9 billion people and if we do not decrease our dependence on meat, there will simply not be enough to feed everyone. Another problem is the massive strain mass meat production is putting on the environment - the waste and CO2 pollution it generates and the excessive use of water and land it involves. The quality of mass produced meat also leaves much to be desired with its added hormones and antibiotics.

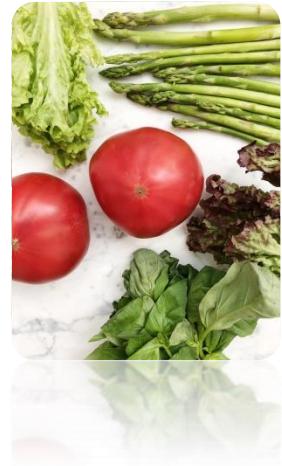




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Here are some other ideas to stop people from relying so heavily on meat. Which of them, do you think, make the most sense?

- make meat really expensive so people can't afford to eat it every day
- have programmes on national television promoting vegetarian meals and dishes
- have programmes on national television that would expose the details of mass meat production and its impact on the environment
- have famous people endorse eating vegetables and meat-substitutes (e.g. tofu)
- get people to find out alternatives to meat, high in protein and nutrients, like soya or tofu by giving away free samples



Can you think of any other ideas that would make people want to embrace a more plant-based diet?

## Vocabulary practice

Complete the sentences with the following vocabulary items from the video.

- |                |                   |
|----------------|-------------------|
| a. sustainable | d. mercury        |
| b. hardwired   | e. to pull it off |
| c. to scale up | f. threshold      |

1. If you \_\_\_\_\_ production, you increase it.
2. \_\_\_\_\_ is a heavy metal with a high degree of toxicity.
3. A \_\_\_\_\_ is the level at which you start to experience something or something starts to happen.
4. If you \_\_\_\_\_, you manage to do something successfully (like bring the lab-grown meat into the mainstream).
5. If you do something in a \_\_\_\_\_ way, you do it in a way that has minimum impact on the environment.
6. Behaviour that is \_\_\_\_\_ is caused by the way your brain is made rather than learnt from experience.