Three Wise Kangaroos

1. It's meat grown from cell culture in a laboratory.

2. It's slaughter free and eco-friendly because its production uses less water/ land/etc.

3. People are mostly disgusted by the idea of it.

4. It must taste right, feel right.

5. They are working on bringing the meat into the mainstream.

6. The meat must be good and taste like meat.

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

8. We are still very far away from replicating the complex content of real steak.

9. It's free from mercury, without the plastic, without the environmental devastation and without animal cruelty.

10. It's a principle that your brain must be convinced it is meat you are eating, otherwise it will reject it altogether. In other words, the final product must be as close to meat in taste, texture, smell and appearance as possible, otherwise people won't bring themselves to eating it.

11. It's a kind of delicacy made from duck liver. Its production is controversial because it involves force-feeding ducks or geese using a kind of tube until their livers swell up ten times the normal size.

12. PETA stands for People for the Ethical Treatment of Animals and their mission is eliminating animal suffering. They agree with lab-grown meat, as it is cruelty-free.

13. Its prohibitive price of $7,000 per pound (1 pound=0.456 kg).

Vocabulary practice – answer key

1. scale up

2. mercury

3. threshold

4. pull it off

5. sustainable

6. hardwired