

The 7 Steps -
November

1. CONTEXT



Meat Substitutes

Mindmap anything you know about the topic, including vocabulary. Do some research online to help.

2. QUESTIONS

Read the listening questions to check your understanding. Look up any new vocabulary.

Listening Questions 1

1. What is a meat analogue?
_____.
2. What are two new types of meat analogues?
_____.
3. How much did the first clean meat hamburger cost?
_____.
4. What are some environmental reasons for choosing clean meat?
_____.
5. What are 2 other reasons why people would eat clean meat?
_____.

Listening Questions 2

1. Where are you most likely to buy Impossible Burger and Beyond Meat?
_____.
2. What did Beyond Meat achieve in May 2016?
_____.
3. What did the Beyond Meat patty contain?
_____.
4. What are the characteristics of Impossible Burger?
_____.
5. Who announced that they would be selling Impossible Burger from 2019?
_____.

3. LISTEN

Listen and answer the questions using full sentences. Circle the number of times and % you understood.

Listening 1				
1	2	3	4	5
%	%	%	%	%

Listening 2				
1	2	3	4	5
%	%	%	%	%

Discussion Questions

1. Have you ever tried a meat analogue? If so, how did it compare to real meat? If not, would you be interested in trying it?
2. Do you think meat analogues will continue to gain popularity in the future?

4. CHECK ANSWERS

Read through the transcript and underline the answers. Check them against your own answers.

5. CHECK VOCABULARY

Read the transcript and circle any new vocabulary you find. Look them up and add them to your list.

6. READ ALOUD

Read the transcript aloud at least 5 times, focusing on intonation and pronunciation.

1	2	3	4	5
1	2	3	4	5

7. SHADOWING

Say the transcript aloud at the same time as the audio without reading it. Circle how many times below.

1	2	3	4	5
1	2	3	4	5

TRANSCRIPT 1

Meat has been part of the human diet since prehistoric times but recently meat analogues, or **imitation** meats, have been gaining popularity. Popular meat analogues such as tofu or tempeh can be found in any grocery store, but there are two new meat analogues on the rise: clean meats and plant-based meat **substitutes**.

The concept of cultured meat, known as clean meat, was popularized in the early 2000s within the scientific community. This is meat produced from the cells of animals in a laboratory environment and doesn't require the slaughter of any animals. Dr. Mark Post of Maastricht University **debuted** the first clean meat hamburger in a public event at the cost of roughly \$330,000. Clean meat has been going down in price ever since with one company, Mosa Meats, now offering hamburger patties for \$10 each.

Companies pursuing clean meat have some motivating reasons to do so. According to Mosa Meat, clean meat uses 96% less greenhouse gas emissions, uses 99% less land and 96% less water than livestock meat, making it good for the environment. Secondly its healthier, as there are no harmful bacteria used and it has more protein and less fat than normal meat. Finally, they claim they can prevent the **suffering** of billions of animals.

MATCH THE ANTONYMS BY DRAWING LINES BELOW:

Suffer	Genuine
Sabbatical	Constant
Substitute	End
Molecular	Continuation
Imitation	Whole
Debut	Soothe

TRANSCRIPT 2

Plant-based meat has been around for many years but there are two recent startups making waves: Beyond Meat and Impossible Burger. As of early 2019 Beyond Meat was mainly being sold in grocery stores and Impossible Burger was exclusively sold to restaurants, however they were both starting to enter each other's market.

Beyond Meat was founded in Los Angeles, California in 2009 by Ethan Brown and focuses on making a variety of plant-based meat substitutes for chicken, beef, and pork sausage. In May 2016 the company released the first plant-based meat burger patty to be sold in the meat section of grocery stores. The burger patty contains no soy, no cholesterol, half the saturated fat of a traditional meat burger, and a whopping 20 grams of protein.

About a 6-hour drive north of the home of Beyond Meat is where you will find the headquarters for Impossible Burger in Redwood City, California. In 2009 Patrick O. Brown took an 18-month **sabbatical** dedicated to eliminating intensive animal farming. This led him to founding Impossible Burger in 2011. What makes Impossible Burger unique is that they research animal products at a **molecular** level and created a chemical library of plant-based proteins and fats to make their burgers taste and act like real meat. In April 2019 Burger King announced they plan to sell Impossible Burger Whoppers nationwide in the US before the end of the year.