

Use your notes from the lecture to answer the questions below.



1. What is the basis for Friedrich's argument that the current approach to meat production is inefficient?

2. What specific environmental issues can be attributed to 'industrial animal agriculture', according to the speaker?

3. The speaker suggests that the 'third reason industrial animal agriculture needs to be reformed is human health'. What arguments does he give to support this?

4. Why does Friedrich claim that 2050 will be a significant year?

5. According to the speaker, what are the two goals of plant-based and cultivated meat? In market terms, how close are these goals to being achieved?

6. The speaker gives **3 reasons** why governments should support meat substitute innovation. What are these?

7. How does Friedrich use the phone and the camera to make a point about meat production?