

## Lab-grown meat of the future is here and may even sustainably fill demand

There are billions of people on this planet, and many of us love to eat meat. Can the demand be filled in a **sustainable**, affordable way? A bunch of entrepreneurs are not only optimistic but are working to make this happen sooner than you may think.

The environmental impact caused by meat consumption – waste, animal treatment, health issues and even the greenhouse gas effects that are potentially caused by methane gas produced by cows – has given rise to a number of startups looking to fill our **voracious** demand for meat in better, more affordable and environmentally-friendly ways.

sustainable 可持续的; 可支撑的

voracious 贪婪的

For example, San Francisco-based Memphis Meats is developing cell-based meats in its laboratories without requiring any animals. Israel's Future Meat Technologies is doing the same by manufacturing fat and muscle cells that is being tested by chefs in **Jerusalem**. All of these companies use **proprietary** processes to harvest cells from animals and grow them in a lab.

Jerusalem 耶路撒冷

proprietary 所有的; 专利的

As you can imagine, there are plenty of **hurdles** facing the industry. Educating the public is a big one. Another **contentious** issue is the labelling of the products. Recently both the USDA and the Food and Drug Administration (FDA) announced that they will begin jointly regulating the new “cell-based meat” category.

hurdle 障碍; 克服

contentious 有争议的

Many of us have concerns about the challenges facing future generations as our global population swells and the earth's natural resources diminish. The good news is that there are plenty of entrepreneurs around the world – like those producing lab-grown meats – who are working to solve some of these problems and **make a few bucks** in the process. Nothing wrong with that.

make a few bucks 赚些钱