

Meat-free Meat

① Warm Up: Work with a partner.

What do you think the title means?

② Before you read: Vocabulary

mimic	farm animals
livestock	culturally unacceptable
willpower	be like someone / something
taboo	uninteresting, bland
pallid	the ability to control what you (don't) do



③ Reading: Read and fill in the spaces using the words below.

"I was sure the waiter had got the order ¹.....!" explains Phil. "It was just like the real thing: pink in the middle and juicy to the bite!"

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The waiter hadn't made a mistake. Instead, Phil was experiencing his first meat-free burger: a product that is designed to mimic real beef.

Advocates for meat-free products say that the formulation of artificial meat has improved by leaps and bounds in recent years. Gone are pallid vegetable burgers, tasting mainly of disappointment, having been replaced by products that look and taste like the genuine article.

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Many people will agree that ²..... meat is a tough sell. Humans have, after all, been eating meat for millions of years. However, with the rising global population, meat production is said to be having a devastating impact on the environment. Raising livestock involves high carbon emissions and is a leading cause of biodiversity loss.

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Could meat-free products catch on? A search of the internet quickly reveals that ³..... think that they could. 'Bleeding' vegan burgers along with meatless sausages and mince are appearing on supermarket shelves. Even fast food outlets – the spiritual home of the burger – are embracing change, as they trial meat-free versions of famous meaty brands.

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As for Phil, he's declared himself a convert to the meatless burger. "I've tried going ⁴..... in the past," he explains, "but lacked the willpower. I still crave the taste of meat – and I think these burgers are just what I'm looking for."

With a growing number of consumers worried about the environmental impact of food production, it seems that there is an appetite for change in our eating habits. Could animal-derived food become taboo in the years to come?

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Missing Words

artificial

vegetarian

wrong

retailers

4 True or False? Correct the false statements.

1. People say that the quality of artificial meat has improved.
2. Meat production doesn't have a big effect on the environment.
3. Fast food companies aren't trying out artificial meat.
4. Phil found it easy to be a vegetarian.

5 Vocabulary Building: Choose the best explanation.

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| 1. If something improves <u>in leaps and bounds</u> , | A) it improves a lot.
B) it starts to improve and then stops.
C) it improves very slowly. |
| 2. A <u>tough sell</u> | A) is very expensive.
B) is difficult to understand.
C) is difficult for people to accept. |
| 3. When a product <u>catches on</u> , | A) it becomes popular.
B) it is popular for a long time.
C) it has some negative points. |
| 4. If someone has an <u>appetite for change</u> , he/she | A) wants to eat something different.
B) wants something to change.
C) isn't usually hungry. |
| 5. If you <u>crave</u> the taste of meat, | A) you really want to eat meat.
B) you are tired of eating meat.
C) you no longer want to eat meat. |

6 Practice: Rewrite the sentences using one of the expressions above.

1. John's company has expanded a great deal.
2. The tax rise is going to be difficult for people to accept.
3. Taking selfies with your phone became popular about fifteen years ago.
4. I think there will be a new government soon. People want something different.
5. Which unhealthy snacks do you like to eat the most?

7 Discussion: Work with a partner or in small groups.



- Would you like to try a 'meat-free meat' burger?
- Do you think more people are avoiding meat?
- Do you know anyone who is vegetarian / vegan / flexitarian?
- Do you think animal-derived food will become taboo in the future?