

I was a champion of fake meat: but I'm not surprised people are losing their taste for it

## Level 1: Elementary

### 1 Warmer

a. Discuss the questions.

- What is your favourite source of protein? Why?
- Which is healthier: meat or plants? Why do you think so?

### 2 Key words

a. Write the correct words from the wordpool below to match the definitions. Then, find and highlight the words in the article to read them in context.

beef

fake

opportunity

vegan

1. looks like something it is not \_\_\_\_\_
2. a chance to do something \_\_\_\_\_
3. made without products or ingredients from animal origin \_\_\_\_\_
4. meat that comes from a cow \_\_\_\_\_

double

recipe

simple

taste

5. twice as many or twice as big \_\_\_\_\_
6. the flavour of something when you eat or drink it, such as sweet, salty or sour  
\_\_\_\_\_
7. instructions for how to cook something and what you need to make it  
\_\_\_\_\_
8. easy to understand or do \_\_\_\_\_

b. Complete these sentences using some key words from task A.

1. He called his grandma for the \_\_\_\_\_ for his favourite dish.
2. She was a vegetarian for a long time, but now she's a \_\_\_\_\_ and doesn't use any animal products.

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3. That recipe for chocolate cookies is \_\_\_\_\_. It's just chocolate chips, eggs, and sugar.
4. The company found an \_\_\_\_\_ to sell more to their customers.
5. What does a BLT sandwich \_\_\_\_\_ like?
6. Is this leather real or \_\_\_\_\_?

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**Aine Carlin**

**10 August, 2023**

- 1 Fake meat isn't popular. Before, it was seen as one way to fight the climate emergency, but now people aren't interested. Beyond Meat said they lost nearly 31 per cent in the second quarter of this year.
- 2 I'm surprised that we've been in love with fake meat this long. Climate scientists have told us for decades that producing food contributes to global heating. Eating less beef, pork, and chicken is important, creating an opportunity for meat alternative companies. But, according to US charity the Center for Food Safety, eating vegan products is "not the solution" to problems with farming and climate change.
- 3 Recently, we were in love with everything vegan. But there are some problems with it. Eating Beyond Meat products instead of real meat reduced "bad" cholesterol and body weight, said one study. These products might not be harmful, but they are very processed. We don't know the effects of eating them over many years.
- 4 In June 2023, UK vegan company Meatless Farm stopped selling, and sausage company Heck made fewer products. In the US, vegan chicken nugget company Nowadays closed because no one wanted to put money into the company.
- 5 Fake meat can be expensive. Two Beyond Meat burgers cost 4 pounds at Tesco, and four Finest beef burgers are also 4 pounds – the same price for double the amount. Beyond Meat is now lowering prices and cutting jobs.
- 6 The reality is many of these foods don't taste very good. I'm a chef who makes vegan recipes, and I know the taste of fake meat well. Beyond Meat is the closest one to real meat. But if I don't think fake meat tastes better, then why should I eat it?
- 7 My personal rules for eating healthily follow the American author and journalist Michael Pollan's words: "Eat food. Not too much. Mostly plants." This is the simplest thing we can do to eat what is good for our bodies and the planet.
- 8 Whatever you feel about fake meat, these vegan products can help us eat more plants. I believe we want food that tastes like the animal foods we know. So, what will the future be for fake meat?

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#### 3 Comprehension check

a. Answer the questions using information from the article.

1. How do people feel about fake meat now?
2. How much money did Beyond Meat lose in the second quarter of 2023?
3. What have climate scientists told us about producing food?
4. What does the Center for Food Safety say about vegan products?
5. What did the health study say about Beyond Meat products?
6. What are the effects of eating fake meat over many years?
7. What three companies closed or made fewer products?
8. According to the article, which is cheaper: real or fake meat?
9. What does the author think about the taste of fake meat?
10. What are Michael Pollan's seven words on eating healthily?

#### 4 Key language

a. Complete the sentences using the phrases.

feels like

looks like

smells like

sounds like

tastes like

1. That sculpture \_\_\_\_\_ a horse.
2. She thinks her son's music \_\_\_\_\_ goats screaming.
3. Mmm! It \_\_\_\_\_ fresh bread in the kitchen.
4. Wow, this \_\_\_\_\_ my grandmother's recipe.
5. This jumper is so soft. It \_\_\_\_\_ a cloud.

b. Choose three phrases from the box above and write personalised sentences using them.

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### 5 Discussion

a. Discuss these statements.

- "Fake meat is the future."
- "Farms with cows, sheep, and pigs are bad for the Earth."
- "Eating lots of plants is the healthiest way to live."

### 6 In your own words

a. Do some online research about fake meat.

- What do the companies make their products with?
- What do they say their products taste like?
- What do customers say their products taste like?
- Do you want to try fake meat? Why (not)?

b. Report your findings to the class and share your opinion. Here are some phrases to help you when you talk about facts.

*They make/use...*

*The company/customer says ...*

*According to ...*

**Here are some phrases to use when giving your opinion.**

*I think that ...*

*I'm (not) sure that ...*

*I (don't) want to try ... because ...*