ENGLISH LEARNING FOR CURIOUS MINDS



Episode #22
Fake Meat
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Transcript

[00:00:03] Hello, hello, hello, and welcome to the English Learning for Curious Minds podcast by Leonardo English.

[00:00:10] I'm Alastair Budge.

[00:00:13] If this is your first time listening to the show, then welcome. It's great to have you on board and of course, if you are a regular listener, welcome back. It's great to have you too.

[00:00:24] Regular listeners will know by now that the transcript and key vocabulary for the podcast can be found on the website, which is leonardoenglish.com.

[00:00:34] If you aren't yet a member of Leonardo English and you want to follow along with the transcript and key vocabulary in front of you, then you can become a member over at leonardoenglish.com/subscribe.

[00:00:46] The promotional price for becoming a member is ending at midnight on the 31st of January, which is actually the day that this podcast is released. So if you want to **lock in**[1] that price of just nine euros per month, which is under 10 US dollars, then make sure you head to leonardoenglish.com/subscribe before midnight.

[00:01:09] Membership gives you access to the transcripts and key vocabulary for all of the podcasts plus two new podcasts every week and also comes with a 30 day no

[1] make sure you get and keep

questions asked refund policy, so if for any reason you aren't happy or you haven't been able to use it, then you will get a full refund.

[00:01:30] Okay then. Today, let's talk about fake meat.

[00:01:34] Let's talk about what it is, why it's important, why people love it, why people hate it, and why it might be landing on your plate pretty soon if it hasn't landed there already.

[00:01:48] By fake meat, there are two real categories of this, and it's an important **differentiation**[2] to make.

[00:01:58] Firstly, lab-grown meat, which is real meat, it's animal **protein**[3], but it doesn't actually involve the **slaughter**[4] of an animal.

[00:02:11] Then secondly we have plant-based meat, which is food that looks, feels and tastes like meat, but actually doesn't have any meat in it.

[00:02:23] It's made out of plant-based **proteins**[5].

[00:02:27] Let's just go into a little bit more detail though as it's useful to understand the difference and to understand how both of these are made.

[2] a way of showing that two things are not the same

[3] a substance found in foods like meat, eggs and beans that the body needs to grow

[4] the killing of an animal for food

[5] substances in food that the body uses to build and repair itself

[00:02:36] The first fake meat, the lab-grown meat, which is actually just real meat without animals, is grown from animal **cells**[6] with only a very small need to **raise**[7] or **slaughter** animals.

[00:02:50] Basically, no animals need to be harmed during the creation of lab-grown meat.

[00:02:56] The process is of course, very complicated, but **in essence**[8] some **cells** are taken from an animal and from that what's called a 'cell line' can be created, which in turn can be turned into meat all without one animal being killed.

[00:03:17] So you can get a burger, a chicken nugget, a lamb steak, or in theory, any kind of meat all without one animal being harmed.

[00:03:31] It might sound good in practice, but as the technology is still pretty young, it's very expensive.

[00:03:39] The first burger that was grown in a lab, which was created by a team in the Netherlands, cost 250,000 euros to make, and even a chicken nugget created by one of the leading companies in Silicon Valley currently costs about $50 to make.

[6] the tiny living parts that all animals and plants are made of

[7] keep and look after as they grow, usually for food

[8] basically; in the simplest terms

[00:04:01] So there is evidently a lot of work to be done to bring down the cost and make it a **viable**[9] alternative, even if these companies can get over all of the **hurdles**[10], both of **regulation**[11], of countries allowing them to sell their lab-grown produce, and any kind of cultural acceptance from people of eating something that they know has been grown in a laboratory.

[00:04:26] For the meat eaters among you, just ask yourself, would you eat something that has been grown in a laboratory?

[00:04:34] I say to myself that I would, but I guess if it was sat there on my plate, I wonder whether I really would.

[00:04:43] So there's obviously still a lot of work to be done to make eating lab-grown meat a normal, acceptable thing to do.

[00:04:53] The second category, that of plant-based meat is one that is growing very fast and I'd imagine that there's a good chance you may have already eaten some plant-based meat.

[00:05:09] Plant-based meat is, as the name suggests, food that looks, feels and tastes like meat, but is made from plant-based ingredients.

[9] able to work successfully; realistic

[10] problems or difficulties that must be dealt with

[11] official rules made by governments to control something

[00:05:20] Names you may be familiar with include Impossible Foods and Beyond Meat, which are two of the most well known companies in this space.

[00:05:33] While 10 or 20 years ago, plant-based meat might have been pretty **niche**[12], and the options were **few and far between**[13], they were very **limited**[14], now things are pretty different.

[00:05:48] Growing up, I remember my cousin Patrick was the only **vegan**[15] in our family, and I can remember looking at his vegan sausages and not being filled with a huge amount of jealousy.

[00:06:01] I mean, they were pretty disgusting, and they always came in these sad **cardboard**[16] boxes.

[00:06:08] But in a world where people are not only getting more **attuned**[17] to the environmental impact that eating meat has, but also on the conditions that much of the world's **livestock**[18] lives in, there has been a huge increase in demand for meat-free products. People want to eat less meat, but they want better tasting stuff than the old tasteless vegan sausages that supermarkets used to sell.

[12] of interest to only a small number of people

[13] rare; not easy to find

[14] small in number or range

[15] a person who eats no meat, fish, eggs, milk or other animal products

[16] thick, stiff paper

[17] aware of and sensitive

[18] animals kept on farms, such as cows, pigs and sheep

[00:06:39] And now there are a **plethora**[19] of options, from burgers that **bleed**[20], with **beetroot**[21] juice, I should say, to a vegan sausage roll that is huge in the UK.

[00:06:50] Just Google Greggs vegan sausage roll if you don't believe me.

[00:06:56] And consumers are taking these options **in their masses**[22].

[00:07:01] In North America, sales of plant-based meat have increased by 37% from 2017 to 2019 and it's a similar story in Europe.

[00:07:15] Lots of these companies have managed to make meat alternatives that people think do actually taste as good as meat.

[00:07:23] And so people that had historically refused to reduce their meat **intake**[23] for taste reasons now don't have that as such a **valid**[24] reason anymore.

[00:07:36] But it's not all **rosy**[25] for plant-based meat and like anything there are those who are **vehemently**[26] against, they're opposed to the development of plant-based meat.

[19] a very large number
[20] leak a red liquid as if hurt
[21] a dark red root vegetable
[22] in very large numbers
[23] the amount that someone eats
[24] reasonable and acceptable
[25] positive and good
[26] very strongly and with strong feeling

[00:07:51] Firstly, the farming **lobby**[27] for **livestock** producers, the groups that represent the interests of **livestock** farmers. Understandably, they are against plant-based meat.

[00:08:03] They say it will result in millions of farming jobs being lost, which is of course, in one sense true.

[00:08:11] If demand for traditional meat goes down, there'll be the need for fewer animals, therefore fewer farmers, and yes, it's sort of a fair argument, but the idea that all of these **livestock** farmers will be unemployed and not be able to work again, it's pretty mad.

[00:08:31] You have to assume that the economy is **efficient**[28] enough that new jobs will be created and these meat farmers will do something else.

[00:08:40] They won't just be **sitting on their backsides**[29] all day **lamenting**[30] their days farming **cattle**[31].

[00:08:47] There is also the criticism, which is a more fair one in my view, that people assume that eating a plant-based meat meal will be healthier than eating the traditional meat version and it's not always the case. Meat-free burgers, for example,

[27] a group of people who try to influence politicians on a particular issue

[28] working well without wasting time or resources

[29] doing nothing useful; being lazy

[30] feeling sad about and missing

[31] cows kept for meat or milk

contain an average of 0.89 grams of salt per **serving**[32], while normal meat ones contain 0.75 grams, so they're better for you in terms of the salt content.

[00:09:19] Plant-based meat is almost by definition, highly processed and processed food isn't very good for you at all.

[00:09:29] If you think that you can just go on a diet and eat **vegan** chicken nuggets and Impossible Burgers, well, it's not really a diet at all.

[00:09:39] And from a health point of view, if you're continuing to eat fast food-type stuff, you're no **better off**[33] eating the vegan options than the traditional options, at least from a nutrition point of view.

[00:09:51] If you read the ingredients of the Impossible Burger, for example, the one that Burger King launched in partnership with Impossible Foods, it reads more like the ingredients of a chocolate bar or a packet of sweets than something you might think of as a healthy food.

[00:10:11] And when you also consider all of the sauces that are **smothered**[34] on the burger, well, it's really not that healthy after all.

[32] an amount of food for one person

[33] in a more favourable position

[34] spread thickly

[00:10:21] And this also raises the question, why are we so **obsessed**[35] with meat as an idea?

[00:10:28] Why are all of these companies rushing to be just a meat alternative as opposed to just good tasty food that is good for us and better for the planet?

[00:10:41] So why is this, is it purely from a taste point of view?

[00:10:45] Because we think that meat tastes better, and if so, if everything about the taste and **texture**[36] of meat could be **replicated**[37] completely, either from a plant-based option or from something that was grown in a laboratory and produced in a way that didn't harm any animals, and that didn't cost any more than current meat, would that be enough for people to **ditch**[38] meat **altogether**[39], to give up meat **altogether**?

[00:11:17] Or is it from a **nutritional**[40] point of view, do people just think that meat gives them the **nutrients**[41] that this fake meat won't.

[00:11:26] And if so, if these **nutrients** were recreated either by lab-grown meat or plant-based meat, would that be enough for people to **switch**[42]?

[35] thinking about something all the time; too interested
[36] the way something feels in your mouth or to touch
[37] copied
[38] get rid of; stop having
[39] completely; at all
[40] relating to the healthy substances in food
[41] substances in food that the body needs to stay healthy
[42] change to something different

[00:11:37] There are of course, still significant **regulatory**[43] and cultural **hurdles** to **overcome**[44], but it certainly seems like people are **betting**[45] that the answer to these questions is yes.

[00:11:50] Billions of dollars are **flooding**[46] into startups and companies that are trying to work on both lab-based meat and plant-based food products.

[00:12:01] Beyond Meat, one of the biggest plant-based meat companies in the US is valued at over $6 billion and Impossible Foods is valued at a similar number. Only time will tell how consumer behaviour changes and whether in fifty or a hundred years people will be eating meat **altogether**.

[00:12:23] There are people who say that meat eating will **go the way of**[47] things like smoking, being less and less culturally acceptable, and then it just **fizzles out**[48] altogether.

[00:12:35] But for the moment, meat consumption worldwide continues to grow as more consumers in places like China are getting wealthier and increasing the amount of meat in their diets.

[00:12:48] So who knows where fake meat will be in 50 years.

[43] relating to official rules and laws

[44] deal with successfully; get past

[45] risking money because they feel sure

[46] arriving in very large amounts

[47] follow the same path as

[48] slowly comes to a weak end

[00:12:52] What we do know though, is that there are some big **investors**[49] and some very **smart money**[50], that is at least **betting** that it's only the beginning for fake meat.

[00:13:04] Alright then, that is it for today. I hope that this has been interesting and that you now know a little bit more about fake meat than you did 15 minutes ago.

[00:13:16] As one final reminder, the introductory promotional price for becoming a member of Leonardo English and getting access to all of the transcripts and key vocabulary is coming to an end at midnight on the 31st which is the day that this podcast is coming out.

[00:13:34] So if you want to get the transcripts and key vocabulary for every podcast we've ever done, and every future podcast for just nine euros per month, that's less than $10 per month, then head to leonardoenglish.com/subscribe.

[00:13:50] The transcripts are just so useful for helping you follow every single thing and not miss one word, plus the key vocabulary means that the hard words or expressions are explained for you, so you don't need to pause and look things up in a dictionary.

[00:14:07] And again, if you aren't happy at any time within the first 30 days, then you can get a refund for whatever reason.

[00:14:15] I'll also put the link in the show notes.

[49] people or organisations who put money into businesses to make a profit

[50] money from experienced people who are expected to invest wisely

[00:14:17] As always, thank you for listening. It has been a pleasure.

[00:14:22] You've been listening to the English Learning for Curious Minds podcast by Leonardo English.

[00:14:27] I'm Alastair Budge and I will catch you in the next episode.

[END OF PODCAST]

[END OF EPISODE]

Key vocabulary

Word	Definition
Lock in	make sure you get and keep
Differentiation	a way of showing that two things are not the same
Protein	a substance found in foods like meat, eggs and beans that the body needs to grow
Slaughter	the killing of an animal for food
Proteins	substances in food that the body uses to build and repair itself
Cells	the tiny living parts that all animals and plants are made of
Raise	keep and look after as they grow, usually for food
In essence	basically; in the simplest terms
Viable	able to work successfully; realistic
Hurdles	problems or difficulties that must be dealt with

Regulation	official rules made by governments to control something
Niche	of interest to only a small number of people
Few and far between	rare; not easy to find
Limited	small in number or range
Vegan	a person who eats no meat, fish, eggs, milk or other animal products
Cardboard	thick, stiff paper
Attuned	aware of and sensitive
Livestock	animals kept on farms, such as cows, pigs and sheep
Plethora	a very large number
Bleed	leak a red liquid as if hurt
Beetroot	a dark red root vegetable
In their masses	in very large numbers

Intake	the amount that someone eats
Valid	reasonable and acceptable
Rosy	positive and good
Vehemently	very strongly and with strong feeling
Lobby	a group of people who try to influence politicians on a particular issue
Efficient	working well without wasting time or resources
Sitting on their backsides	doing nothing useful; being lazy
Lamenting	feeling sad about and missing
Cattle	cows kept for meat or milk
Serving	an amount of food for one person
Better off	in a more favourable position
Smothered	spread thickly

Obsessed	thinking about something all the time; too interested
Texture	the way something feels in your mouth or to touch
Replicated	copied
Ditch	get rid of; stop having
Altogether	completely; at all
Nutritional	relating to the healthy substances in food
Nutrients	substances in food that the body needs to stay healthy
Switch	change to something different
Regulatory	relating to official rules and laws
Overcome	deal with successfully; get past
Betting	risking money because they feel sure

Flooding	arriving in very large amounts
Go the way of	follow the same path as
Fizzles out	slowly comes to a weak end
Investors	people or organisations who put money into businesses to make a profit
Smart money	money from experienced people who are expected to invest wisely

Language spotlight

1. Few and far between

- **Meaning**: Rare, or not often found or seen.
- **Synonyms**: scarce, uncommon, thin on the ground
- **Antonyms**: common, plentiful, everywhere
- **Examples**:
    - Good cafés are **few and far between** in this part of town.
    - Sunny days have been **few and far between** this summer.

2. In their masses

- **Meaning**: In very large numbers, often all at the same time.
- **Synonyms**: in droves, in large numbers, in their thousands
- **Antonyms**: in small numbers, one by one, in ones and twos
- **Examples**:
    - Fans arrived **in their masses** to see the band play.
    - When the shop opened its sale, customers came **in their masses**.

3. Sit on your backside

- **Meaning**: To be lazy and do nothing useful, especially when you should be doing something.
- **Synonyms**: laze around, sit around, twiddle your thumbs
- **Antonyms**: get busy, work hard, get stuck in
- **Examples**:
    - Don't just **sit on your backside** all weekend; help me clean the house.
    - He spent the whole summer **sitting on his backside** watching television.

4. Fizzle out

- **Meaning**: To end gradually in a weak or disappointing way.
- **Synonyms**: peter out, die out, fade away
- **Antonyms**: take off, grow, flourish
- **Examples**:
    - The protest started with thousands of people, but it **fizzled out** after a few days.
    - Their friendship slowly **fizzled out** when she moved abroad.

5. Smart money

- **Meaning**: Money invested by people who are experienced and expected to make good decisions, or those people themselves.
- **Synonyms**: expert investors, shrewd investors, experienced backers
- **Antonyms**: novice investors, inexperienced investors, reckless gamblers
- **Examples**:
    - The **smart money** is on house prices rising again next year.
    - Many people bought the shares, but the **smart money** had already sold.

Quiz

Listening Comprehension Multiple Choice Questions

1. What are the two categories of fake meat described in the episode?

a) Frozen meat and plant-based meat

b) Lab-grown meat and plant-based meat

c) Lab-grown meat and fish-based meat

d) Insect-based meat and plant-based meat

2. How much did the first burger grown in a lab cost to make?

a) About 50 dollars

b) 25,000 euros

c) 2.5 million euros

d) 250,000 euros

3. According to Alastair, why has demand for meat-free products increased?

a) People care more about the environment and farm animals

b) Meat has become too expensive for most families

c) Governments have started to ban some kinds of meat

d) Doctors now tell everyone to stop eating meat

4. What does the farming lobby say plant-based meat will do?

a) Make the people who eat it ill

b) Make normal meat much more expensive

c) Cause millions of farming jobs to be lost

d) Do serious damage to the environment

5. Why does Alastair say plant-based meat is not always a healthy choice?

a) It is almost always highly processed

b) It contains no protein

c) It is usually cooked in oil

d) It is made with real chocolate

True or False

6. Lab-grown meat is real meat. (True/False)

7. The first lab-grown burger was created by a team in the United States. (True/False)

8. Alastair's cousin Patrick was the only vegan in his family. (True/False)

9. In North America, sales of plant-based meat fell between 2017 and 2019. (True/False)

10. Meat consumption around the world is currently falling. (True/False)

Fill in the Blanks

11. The options were few and far _____, they were very limited.

12. And consumers are taking these options in their _____.

13. But it's not all _____ for plant-based meat and like anything there are those who are vehemently against

14. They won't just be sitting on their _____ all day lamenting their days farming cattle.

15. There are some big investors and some very smart _____, that is at least betting that it's only the beginning for fake meat.

Vocabulary Practice

16. What does "**viable**" mean when Alastair talks about making lab-grown meat a viable alternative?

a) Very expensive

b) Able to stay alive

c) Able to work successfully

d) Grown in a laboratory

17. What does "**attuned**" mean when people are getting more attuned to the environmental impact of eating meat?

a) Opposed

b) Aware

c) Bored

d) Confused

18. In the podcast, what does "**vehemently**" mean in "vehemently against"?

a) Quietly and politely

b) Only slightly

c) Secretly

d) Very strongly

19. What does "**smothered**" mean when Alastair talks about the sauces on the burger?

a) Spread thickly

b) Warmed up

c) Served on the side

d) Taken off

20. In the podcast, what does "**ditch**" mean in "ditch meat altogether"?

a) Cook

b) Eat more of

c) Stop having

d) Dig a hole for

Answers

1. b) Lab-grown meat and plant-based meat
2. d) 250,000 euros
3. a) People care more about the environment and farm animals
4. c) Cause millions of farming jobs to be lost
5. a) It is almost always highly processed
6. True
7. False
8. True
9. False
10. False
11. between
12. masses
13. rosy
14. backsides
15. money
16. c) Able to work successfully
17. b) Aware
18. d) Very strongly

19. a) Spread thickly

20. c) Stop having