

1. Watch the video and explain the following.

A. What's special about vitamin B12 and where can you find it?

.....
.....
.....



B. Why is iron important to humans and what is heme iron?

.....
.....
.....

2. The hunting of animals by early civilizations led to the development of tools, languages, and social structures. Provide an example or hypothesis of how meat hunting could have led to the development of each of the following concepts.

There is no right or wrong answer.

1. Tool:.....
.....
.....
.....

2. Language:.....
.....
.....
.....

3. Social Structure:.....
.....
.....
.....

3. Provide reasons for or against the following statements. Please explain in 3 - 4 sentences.

1. “We have reached the biological limits of what we can do with whole animals.”

.....
.....
.....
.....

2. “Animal agribusiness makes it easy to distance ourselves from the reality of what we’re eating.”

.....
.....
.....
.....

3. “While meat consumption remains the same in wealthy countries, it’s exploding in emerging economies.”

.....
.....
.....
.....

4. Watch the video segment from 13:40 - 10:00 and answer the following questions. Explain in 1-2 sentences.

1. In the creation of the Impossible Burger and the Beyond Burger, what characteristics of plant-based patties have researchers focused on to make people like them?

.....
.....

2. Why did Tofurky and Quorn burgers fail to gain popularity?

.....
.....

3. What makes meat delicious?

.....
.....

5. Some sentences below are used in the video. Decide what the phrases in bold mean.

A. We have been so **deeply habituated to** eating animal foods.

Be accustomed to something OR Be addicted to something

B. Researchers are experimenting with **different techniques** to make cultured meats.

Various ways and styles OR various principles to guide us

C. Lab-grown meat does not **sound appealing** in any way.

Ethical and Moral OR Attractive and likable

D. Liking or Hating certain types of food is very cultural. It's not **innate**.

A skill you acquire from your environment OR A skill you are born with.

E. New names help to **camouflage** the origin or source of food products.

Hide the true meaning OR Change the meaning

F. We have **conquered** many problems in the modern world.

Overcome OR Conceal

6. Essay/ Discussion Questions

1. "Countries are fighting back that bans food products being sold under the name of meat, unless came from slaughtered animals." Do you believe that this is a legitimate legal decision?
2. Is meat part of our identity, culture, and our life stories?
3. Is the use of animal products threatening the health of human beings? I.e. how is it intensifying epidemics and viruses and threatening the effectiveness of antibiotics.
4. Meat-alternative and cell-based meat startups are facing different but significant challenges in getting consumers to adopt their palates to innovations. Compare these challenges and opportunities.
5. Why is there a huge movement towards meat-alternatives and what problems can widespread adoption of meat-alternatives solve.