

VEGANISM - Week 3

- **veganism** (noun/concept), **vegan** (noun, adjective) – *the avoidance of all products, food or otherwise, that are derived from animals; someone who adheres to this; describes something compatible with veganism.*
- **vegetarianism** (noun/concept), **vegetarian** (noun, adjective) – *a diet that avoids meat or fish but can include animal derived products like dairy or eggs; someone who follows this diet; describes something compatible with this diet.*
- **flexitarian** (noun) – *someone who only occasionally eats meat or fish.*
- **meat alternative/substitute** (noun), **plant-based** (adjective) – *an ingredient not derived from animals used to replace an ingredient traditionally derived from animals; an ingredient/material derived from plants as opposed to animals.*
- **cultured/cultivated/lab-grown meat** (nouns) – *animal meat grown by cultivating animal cells in vitro in a laboratory, rather than by slaughtering animals.*
- **bacon troll** (noun) – *someone who deliberately mocks vegans, especially in a provocative manner.*

Using the vocabulary words above, complete the following sentences (remember to use the correct form of the word, e.g. verb conjugation or plural noun):

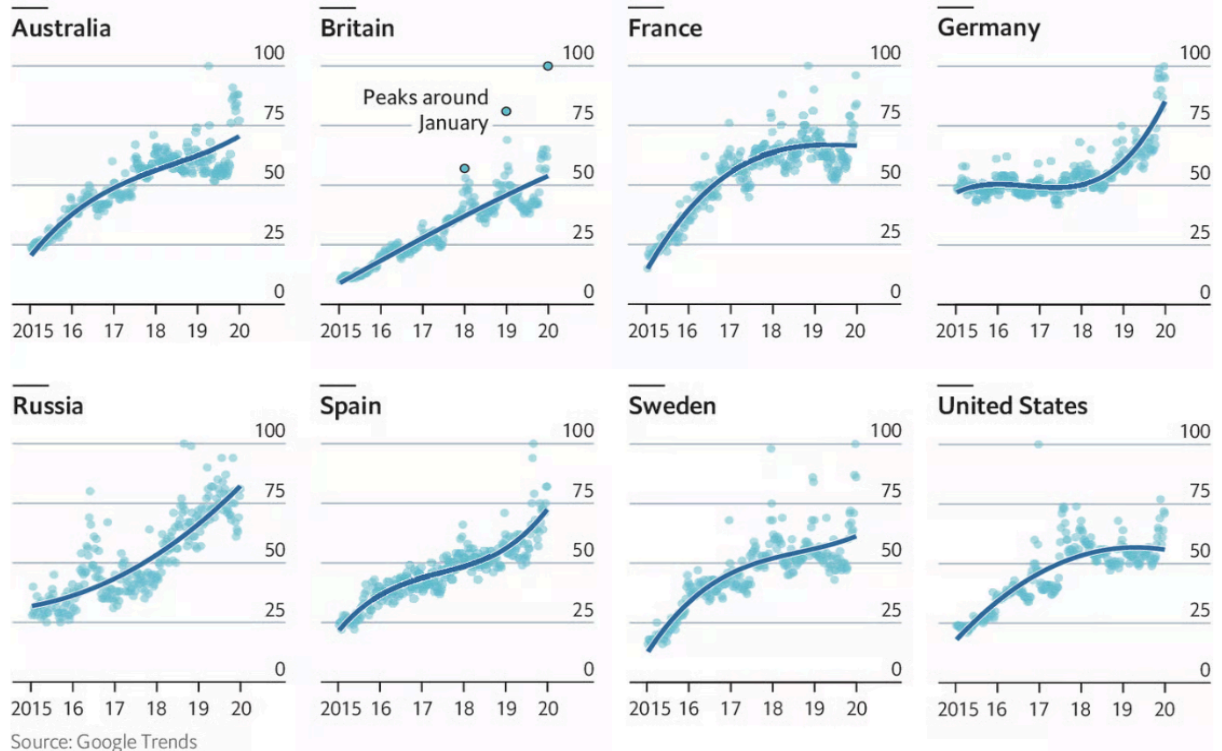
1. _____ meat could be an ethical alternative for vegans if it eliminates animal suffering, but some still oppose it because it originates from animal cells.
2. Although he's a _____, he still eats eggs and cheese, but he doesn't consume any kind of meat or fish.
3. Gemma enjoys cooking vegan meals but identifies as a _____ because she occasionally includes fish for its nutritional benefits.
4. The _____ commented "This would be great with steak" on every vegan recipe post he could find.
5. Tofu is a versatile _____ that can otherwise be used in many dishes that call for some kind of meat.
6. As a _____, she avoids all animal products, including leather and wool, to align with her beliefs.

Multiple choice

1. What was meat considered only until a few decades ago?
a) a premium product b) an essential part of the diet c) unhealthy
1. What proportion of Earth's land is used for livestock?
a) 26% b) 27% c) 83%
1. What proportion of plant protein that cows eat are converted into the meat we eat?
a) 2% b) 3% c) 4%
1. What proportion of the calories eaten by people are represented by meat?
a) 8% b) 18% c) 28%

A chance of meatballs

Google search interest in "veganism" by country, 100=max



Source: Google Trends

The Economist

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1. Which countries show the steepest increase in search interest? Which show slower growth?
2. How does the trend in Germany differ from the trend in France or Britain? Why?
3. How do Spain and Russia compare in terms of the pace of growth?