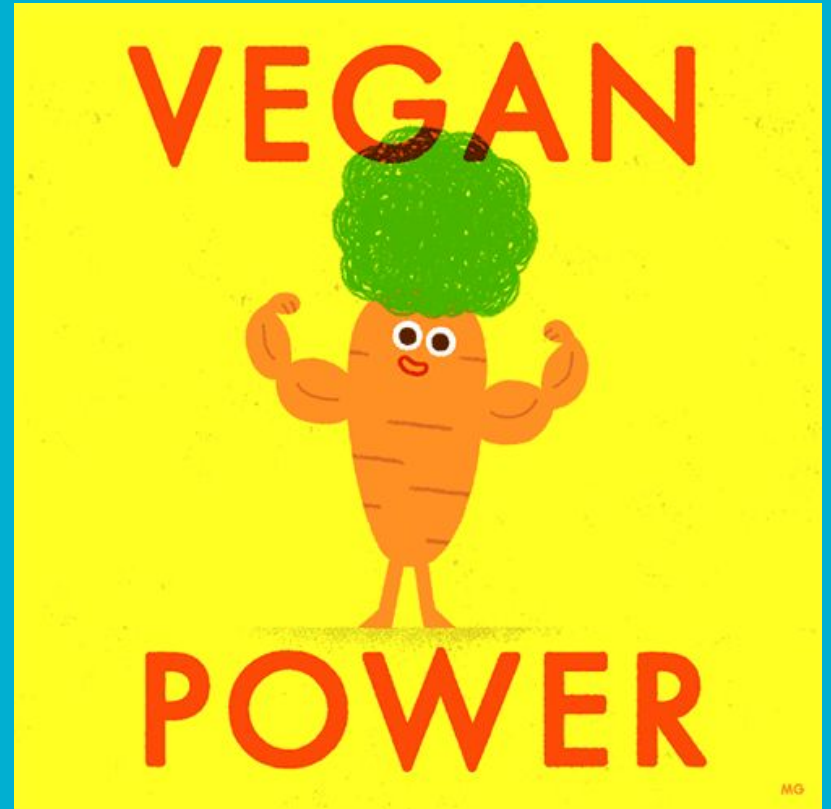


Vegansim



Food for Thought...

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Food for Thought...

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2. Why do people choose to become vegan? Would you ever go vegan? Why or why not?
3. Should there always be a vegan option whenever food is served? Why or why not?
4. Vegans oppose the use of animals for any purpose. Do you agree or disagree with this? What about animal testing? Can it sometimes be justified?

MEAT



Create promotion messages to convince...

Set A: Company Results (facts/numbers)

- "Our sales doubled in 2 years"
- "We reduced packaging waste by 40%"
- "10,000 new customers joined us this month"
- "We created 50 new jobs"
- "We use 100% plant-based ingredients"
- "Our food has 30% fewer calories than meat"
- "We opened 20 new stores worldwide"
- "We donated 1,000 meals to charities"
- "Energy use in our kitchens dropped by 25%"
- "Over 1 million meat-free meals served this year"

Set B: Promotion Messages (meaning/impact)

- "Meat-free living is becoming more popular every year"
- "We care about the planet"
- "More and more people trust our brand"
- "We help the economy by creating jobs"
- "We are 100% committed to plant-based food"
- "Our meals are healthier and lighter"
- "You can now find us in many new places"
- "We support local communities"
- "We save energy and resources"
- "Millions of people are enjoying our food"

Vocabulary

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.

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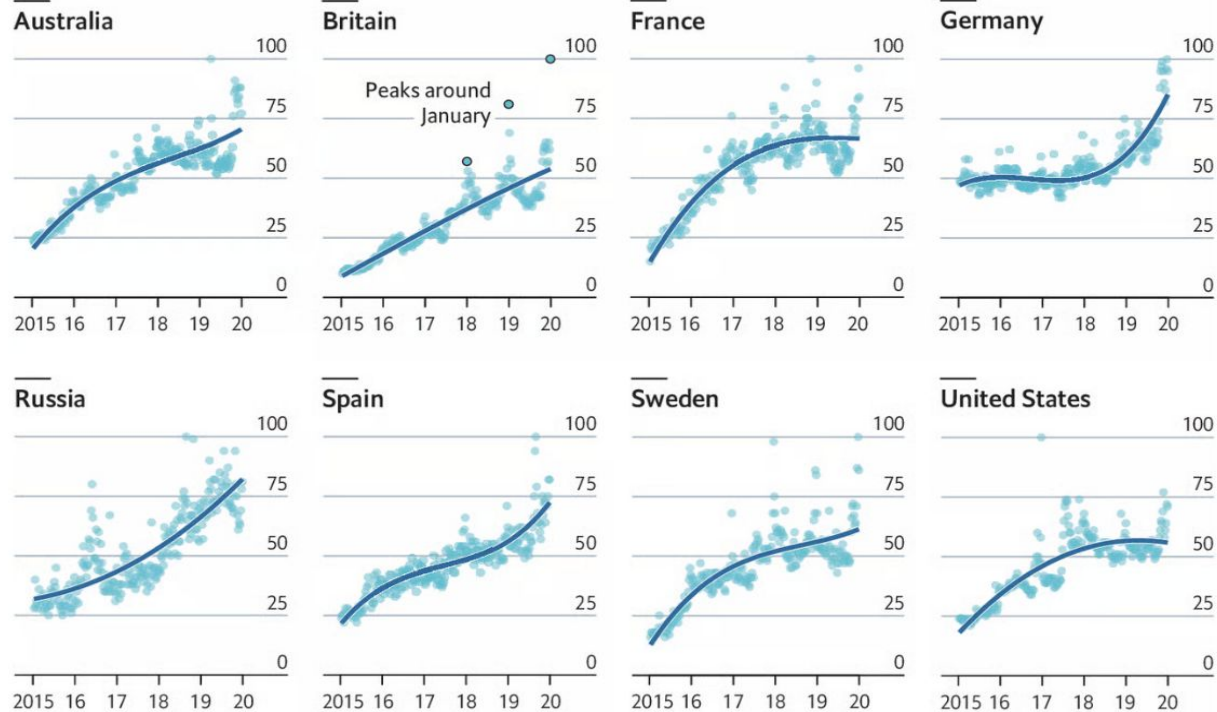
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A chance of meatballs

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



Source: Google Trends

The Economist

Jan 29th 2020 | 2 min read

Graph Questions

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?