

Bonus Video:

Lab-Grown Meat Is Coming to Your Supermarket

Segment Length: 5:53 minutes

This video will spark good discussion in an economics, government, ethics, or critical thinking class.

Description:

Would you eat food grown in a lab? What if there were a way to oppose the killing of animals and still eat meat? If it doesn't come from an animal, is it still meat? This video discusses the development of meat grown in labs and how it can disrupt the traditional, entrenched food interests.

Pair with:

This is a good standalone video, but it can be paired with other videos, such as "Eye Test Innovators" and "Toys Were Us – Now Let's Build Something Better!"

Preview Activity and Questions:

Give half the class question A and the other half question B.

- A) Would you eat lab-grown meat? Why / Why not?
- B) Would you eat lab-cultured animal tissue? Why / Why not?

After a few minutes, poll each group of students. Are there differences? Did the wording of the questions influence their answers?

Discussion and Analysis:

1. Who should decide whether lab-grown meat should be sold?
2. Do we need permission? Is being allowed to eat lab-grown meat the same as not being prevented from eating lab-grown meat?
3. Why would the American Egg Board oppose the sale of JUST Mayo? Why would the United States Cattlemen's Association oppose the sale of lab-grown meat?
4. JUST and other tech companies are disrupting the meat production industry. Is that good or bad? Explain.
5. What political problems might arise for elected representatives who support the sale of lab-grown meat? What political problems might arise for elected representatives who oppose the sale of lab-grown meat?
6. Why does Joshua Tetrick not want to use the term vegan when discussing Just's products?
7. Why are there disputes over the terms "mayo" and "meat"?
8. Is this just another story of an industry trying to prevent competition and disruption of their established business?

Post-Viewing Activities:

1. Research Just, Inc. What products do they already sell? What products do they plan to sell in the near future? What reasons do they give consumers for buying their products?

2. Research either the American Egg Board or the United States Cattlemen's Association. What is their mission? Whom are they trying to protect?
3. What is creative destruction? What developments in the past have been examples of that? What if government protected existing industries and jobs by stopping those developments?

Answers to Viewing Guide:

1. learning
2. disrupt
3. slaughterhouses
4. vegan
5. retailers
6. running around

Lab Grown Meat

Viewing Guide

Name _____

Date _____

Class _____

Teacher _____

Directions: As you watch the video, fill in the blanks with the correct words.

1. We built a discovery system that has the only patent in the world that utilizes machine _____ for food ingredient discovery....
2. JUST is one of a handful of tech companies working to _____ the meat production industry.
3. JUST is pushing ahead with so-called clean meat or lab-grown animal tissue that requires no farming, no feeding of livestock, and no _____.
4. We don't allow the term _____ to be used in our company. Not because we don't believe in the spirit of it, that word ends up turning off 99% of people.
5. When the company's first product, JUST Mayo, appeared on the shelves of major _____, the American Egg Board went on the attack.
6. It was an out-of-body experience to sit there and eat a chicken, but have the chicken that you're eating _____ in front of you.

Now, take a few moments to reflect on the video and answer the questions below:

The United States Cattleman's Association has asked the government to forbid JUST from calling its lab-grown animal tissue "meat" or "beef." Should JUST be allowed to call their product whatever they want, or should the government regulate the use of such terms? Explain.

Would you try JUST's lab-grown "meat"? Why / Why not? _____

