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# Lab-Grown Meat

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Segment Length: 1:02 minutes; 5:51 minutes

## **Videos:**

“Anthony Bourdain’s Big Problem with Artificial Meat”

<https://www.youtube.com/watch?v=HHB6mbLYhRc>

“2019 DVD - (09) - Lab Grown Meat Is Coming to Your Supermarket”

<https://www.youtube.com/watch?v=re7n73LZoGg>

## **Guide:**

The questions below will help students achieve a better understanding of the arguments made on either side of a contentious topic. Because these questions often touch upon statements made briefly in the videos, we recommend reading the questions before watching each video.

Students are encouraged to take notes during the videos, and it may be helpful for students to break into groups, each taking responsibility for only a few questions, before coming together for discussion.

## **Analysis Questions:**

1. The Cattlemen’s Association wants to reserve the terms “meat” and “beef” for traditionally sourced meat, but JUST, Inc. believes it is important to capture the power of the term. What self-interested reason could the cattlemen have for wanting to exclude JUST from using the word “meat”? Why might it be important to consumers for the term “meat” to be reserved for slaughtered livestock?
2. Why would the American Egg Board attack JUST Mayo products?
3. Lots of meat is wasted in the livestock industry, Anthony Bourdain says. How might Joshua Tetrick use this to argue in favor of artificial meat?
4. JUST, Inc. hopes to transcend the vegan label. Based on Joshua Tetrick’s comments, why might non-vegans be interested in synthetic meat products?
5. Use Anthony Bourdain’s comments to argue that JUST’s scrambled egg product cannot claim to be totally divorced from the consumption of chicken eggs.
6. How do you think Joshua Tetrick of JUST, Inc. would respond to Anthony Bourdain’s comment that food should not be seen as “sustenance first without any consideration for happiness, joy, magic”?