

People eat first "Google burger"

8th August, 2013



Two food critics have eaten meat that was grown in a lab. It is the first time anyone has eaten artificial meat. The experiment is part of a project run by

Google co-founder Sergey Brin. He invested over \$380,000 in research for the burger. It took a team of scientists at a university in Holland over two months to grow the meat for the patty. They used stem cells from a cow and grew 20,000 tiny pieces of meat. These were mixed with salt, egg powder, breadcrumbs and other ingredients to make the burger. Mr Brin hopes artificial meat will become part of our diets in ten years. He wants to stop animals from being killed for food. He also knows stem-cell meat will be better for the environment.

Mr Brin's burger was put to the taste test on Monday. Two food experts tried the beef burger. An English chef fried it in sunflower oil and butter. Austrian food scientist Hanni Rutzler said it was "close to meat" but it "lacked juiciness". She also thought it was a little harder than she expected. US author Josh Schonwald commented that it was a little dry but was like a real burger. He said: "The absence is the fat. It has a leanness but the bite feels like a conventional hamburger." Many journalists wanted a taste, but there was only one burger. Lead researcher Mark Post said he would give any leftovers to his children. He said cells taken from one cow could produce 175 million burgers.

Sources: Daily Mirror / Reuters / The Guardian

Writing

Stem cell food means killing fewer animals and will save the environment. Discuss.

Chat

Talk about these words from the article.

food critics / artificial / meat / experiment / project / research / ingredients / animals / the taste test / food experts / juiciness / fat / hamburger / leftovers / stem cells

True / False

- There is a new chain of fast food restaurants called Google Burger. T / F
- A founder of Google invested over \$380,000 in research for the burger. T / F
- Scientists grew around 20,000 pieces of meat to make one burger. T / F
- A Google boss hopes his new burger will mean fewer animals are killed. T / F
- A French chef in Paris cooked the new burger. T / F
- A food scientist said the new burger was very juicy. T / F
- Journalists did not get the chance to taste the burger. T / F
- 175 million cows die every year so we can eat burgers. T / F

Synonym Match

- | | |
|--------------------|-----------------|
| 1. critics | a. near |
| 2. artificial | b. venture |
| 3. project | c. specialists |
| 4. tiny | d. normal |
| 5. the environment | e. judges |
| 6. experts | f. uneaten food |
| 7. close | g. small |
| 8. absence | h. nature |
| 9. conventional | i. lack |
| 10. leftovers | j. man-made |

Discussion – Student A

- How important are burgers in your life?
- What do you think about stem-cell burgers?
- Are you surprised a Google boss invested in this project?
- Why are burgers so popular around the world?
- Do you think we'll be eating stem-cell burgers in ten years?
- Are stem-cell burgers good if fewer cows die?
- Should we all eat stem-cell food if it helps the environment?
- What questions would you like to ask the boss of McDonald's?

Phrase Match

- | | |
|------------------------------------------|--------------------------------|
| 1. eaten meat that was | a. taste test |
| 2. the first time anyone has eaten | b. for the environment |
| 3. He invested over \$380,000 | c. to his children |
| 4. egg powder, breadcrumbs | d. in research |
| 5. stem-cell meat will be better | e. and other ingredients |
| 6. put to the | f. grown in a lab |
| 7. An English chef fried it | g. it "lacked juiciness" |
| 8. it was "close to meat" but | h. produce 175 million burgers |
| 9. Post said he would give any leftovers | i. artificial meat |
| 10. cells taken from one cow could | j. in sunflower oil |

Discussion – Student B

- Does the new burger need to be exactly like a "real" burger?
- Is the burger better because it has no fat?
- Do you think McDonald's is worried about the stem-cell burger?
- Do you think cattle farmers are worried about the stem-cell burger?
- Would you let your children eat the new stem-cell burger?
- "Stem-cell burger" isn't such a good name. What's a better name?
- Should Google open a burger chain to compete with McDonald's?
- What questions would you like to ask Google's Sergey Brin?

Spelling

- food sictric
- He invested over \$380,000 in secahrer
- 20,000 inyt pieces of meat
- breadcrumbs and other eisrtnngeni
- carlftaiij meat will become part of our diets
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- food spetexr
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- a little harder than she cxepeted
- the bite feels like a tnnlveoocian hamburger
- stojiulrsan wanted a taste
- give any vselotref to his children

Answers – Synonym Match

1. c	2. j	3. b	4. g	5. h
6. c	7. a	8. i	9. d	10. f

Role Play

Role A – Sergey Brin

You are very excited about the future of stem-cell meat. Tell the others three reasons why. You think all burger producers and restaurants need to change to stem-cell burgers. Your burgers will be tastier and healthier than today's burgers. Maybe Google Burger will be bigger than McDonald's.

Role B – Food critic

You don't like the idea of stem-cell meat. Tell the others three reasons why. Food is food and it should come from the farm, not the lab. You don't think stem-cell meat will be popular. People will always like real meat. You also think a Google Burger restaurant will fail.

Role C – Environmentalist

You love the idea of stem-cell meat. Tell the others three reasons why. Once people know that millions of cows will not die, and millions of trees will not be cut down, everyone will like the idea. It is time to start an environmentally-friendly burger restaurant chain. Google Burger could be it.

Role D – Boss of McDonald's

You think stem-cell meat is dangerous. Tell the others three reasons why. People trust McDonald's. Only McDonald's knows how to produce beef and protect the environment. Tell the others McDonald's burgers are very healthy. Tell them that Google Burger will not be popular.

Speaking – Stem Cells

Rank these and share your rankings with your partner. Put the best at the top. Change partners often and share your rankings.

- | | |
|--------------------|------------------------------|
| • make burgers | • grow new hearts and lungs |
| • make new animals | • bring back extinct animals |
| • cure disease | • have designer babies |
| • produce blood | • test new medicine |

Answers – True False

a	F	b	T	c	T	d	T	e	F	f	F	g	T	h	F
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Answers to Phrase Match and Spelling are in the text.