1. Look at the list below. What do these people eat?

- fruitarians
- nutarians
- pescatarians
- flexitarians
- freegans
- raw vegans



2. Complete the questions with the words in the box.

Carbs – dairy – foodie – organic - plant-based
poultry – protein – soy - staple

a) Do you consider yourself a .....? Do you always try unusual dishes or products?

b) Have you ever considered going ..... and not eating meat?

c) Do you like coffee with ..... milk?

d) Why is ..... food more expensive? Is it really more expensive to produce it?

e) Can you imagine living without ..... products such as cheese, milk or butter?

f) Do you think that ..... cause weight gain?

g) What can be other sources of ..... apart from meat?

h) What is the ..... diet in your country, i.e. the main food people eat regularly?

i) What is more popular in your country: eating ..... or beef?

3. Ask and answer the questions from exercise 2.

4. Discuss the questions below before you watch a video about veganism.

- Have you observed that there are more and more vegans? What's the reason for that?
- Do you think veganism is just a fad?
- What might be some good/bad consequences of a lot of people going vegan?
- Do you think there are business lobbies behind veganism?

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5. Watch the video [https://www.youtube.com/watch?v=RAF22W0MTAU] and decide whether these sentences are true (T) or false (F).

a) The mainstream restaurant industry doesn't adapt to the vegan trend.

b) Almost 30% of evening meals in the UK don't include meat.

c) People reduce the amount of meat they eat because of the environmental impact of farming.

d) Allplants produces 50 thousand meals a week for their customers.

e) Facebook is also investing in vegan economy by supporting startups.

6. Complete the gaps below with prepositions or adverbs. Watch the video again to check your answers.

a) The vegan trend is just exploding everywhere as I'm sure you'll be aware ……..

b) Rudy Fernando and his staff offer …….. a meat-free menu with French influences but, of course, the steak frite comes …….. a soya steak instead of the cow variety.

c) We've got one …….. five households that are now actively reducing the amount of meat that they're eating.

d) We have really innovative startups coming …….. the [vegan economy] space, such as the Impossible Burger.

e) The biggest tech investors in the world are putting money …….. meat-free alternatives.

7. Match the phrases with *go* to their meanings.

a) go vegan

b) go nuts

c) go cheap

d) go bust

e) go further

f) go hand in hand

MEANINGS:

1) be sold for a lower price than usual

2) happen or exist together

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3) stop eating anything derived from land or sea animals

4) take something to a more advanced stage

5) become crazy or enthusiastic

6) be forced to close because it's financially unsuccessful

8. Answer the questions below.

1. Does veganism go hand in hand with ecology? Why/why not?
2. What products or food do people go nuts for today?
3. Are vegan products going cheap because of the trend becoming mainstream?
4. Do you think meat businesses might go bust or will they turn vegan in order to stay in the market?
5. Do you know people who have gone further and started avoiding all links to animal exploitation, such as wearing wool or leather or using products tested on animals? Would you decide to do that?

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