

VIDEO

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

- Can you observe 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?

5. Watch the [video](http://bit.ly/VeganEconomy) [http://bit.ly/VeganEconomy] and decide whether these sentences are true (T) or false (F).

- a) The mainstream restaurant industry doesn't adapt to the vegan trend. **F**
- b) Almost 30% of evening meals in the UK don't include meat. **T**
- c) People reduce the amount of meat they eat because of the environmental impact of farming. **T**
- d) Allplants produces 50 thousand meals a week for their customers. **F**
- e) Facebook is also investing in vegan economy by supporting startups. **F**

6. Fill in the gaps below with prepositions or adverbs and watch the video again to check your answers.

- a) The vegan trend is just exploding everywhere as I'm sure you'll be aware **of**.
- b) Rudy Fernando and his staff offer **up** a meat-free menu with French influences but, of course, the steak frite comes **with** a soya steak instead of the cow variety.
- c) We've got one **in** five households that are now actively reducing the amount of meat that they're eating.
- d) We have really innovative startups coming **into** the [vegan economy] space, such as the Impossible Burger.
- e) The biggest tech investors in the world are putting money **into** meat-free alternatives.

PHRASES AND DISCUSSION

7. Match phrases with *go* to their meanings.**GO +**

- vegan **c**
- nuts **e**
- cheap **a**
- bust **f**
- further **d**
- hand in hand **b**

- a) to be sold for a lower price than usual
- b) to happen or exist together
- c) to stop eating anything derived from animals or fish
- d) to take something to a more advanced stage
- e) to become crazy or enthusiastic
- f) to be forced to close because it's financially unsuccessful

8. In pairs, answer questions below.

- Does veganism go hand in hand with ecology? Why/why not?
- What products or food do people go nuts for today?
- Will prices of vegan products go cheap because of the trend becoming mainstream?
- Do you think meat businesses might go bust or will turn vegan to be still on the market?
- 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?