

Q1

Consumers are avoiding fake meat. Indeed, as inflation has slowly crept its way in society in recent years, many households need to watch their expenses more strictly. Covid-19 is at the center of people's newfound habits when it comes to saving money, one of many being : cooking from scratch. Covid-19 also has encouraged further health concerns and thus health precautions. Taking advantage of these worries, the meat industry has lobbied to amplify doubts about artificial meat in consumers' heads.

Q2

Intro1 : Recently, a lot of organizations and associations have been defending a sustainable and ethical approach to consumption which leads to the question of whether these food production methods are really the best ones.

Climate change being at society's doorstep, people seek more and more ways of eating. But how far can sustainable food truly benefit the environment?

Intro2 : With climate change on our doorstep, people are increasingly looking for better ways to feed themselves. But to what extent can sustainable food really benefit the environment?

Intro3 : With the growing population, responsible and environmentally conscious eating have become key elements that need to be more promoted, but would the consequences be only beneficial?