

EU says veggie burgers can be called burgers

3rd November, 2020



The European Union has declared that companies and eateries can retain meat-like names for their vegetarian products even though those products contain no meat. The EU debated whether or not a veggie

burger is a burger. There was a motion to ban the use of names like burger, sausage and steak in entirely vegetable-based food. Europe's largest farming association argued that these types of names were unfair and damaged farmers and companies that produced and made meat products. It said the names promoted "misleading and unfair marketing." A spokesperson said: "We simply call for the work of millions of European farmers and livestock sector workers to be acknowledged and respected."

A member of the European Consumer Organization hailed the decision over the naming of veggie burgers. Senior food policy officer Camille Perrin called the decision "common sense". She said: "Consumers are in no way confused by a soy steak or chick pea-based sausage, so long as it is clearly labelled as vegetarian or vegan. Terms like "burger" and "steak" for plant-based foods help consumers understand how to integrate them into their meals." The environmental campaign group Greenpeace said it wondered what livestock farmers found confusing about the use of the name veggie burger. It tweeted: "If they're confused by the word 'veggie burger,' what do they think a 'hot dog' is?"

Sources: npr.com / sky.com / thehour.com

Writing

Veggie burgers should not be able to use the word "burger". Discuss.

Chat

Talk about these words from the article.

companies / eateries / vegetarian / meat / ban / steak / farming / marketing / sector / member / veggie burger / common sense / steak / vegan / campaign / confusing

True / False

- a) The EU said restaurants cannot use meat-like names for veggie burgers. T / F
- b) The EU debated about the "burger-ness" of a veggie burger. T / F
- c) Europe's largest farming group said the EU ruling was unfair. T / F
- d) Europe's largest farming group wants its livestock to be respected. T / F
- e) A consumer organization said the decision lacked common sense. T / F
- f) A food policy officer said soy steaks were misleading for consumers. T / F
- g) Greenpeace wondered why farmers were confused about the naming. T / F
- h) Greenpeace said the word "hot dog" should be banned. T / F

Synonym Match

(The words in **bold** are from the news article.)

- | | |
|------------------------|-----------------|
| 1. declared | a. praised |
| 2. retain | b. deceptive |
| 3. motion | c. bewildered |
| 4. misleading | d. keep |
| 5. acknowledged | e. puzzled over |
| 6. hailed | f. accepted |
| 7. clearly | g. proclaimed |
| 8. integrate | h. distinctly |
| 9. wondered | i. proposal |
| 10. confused | j. combine |

Discussion – Student A

- a) What do you think of veggie burgers?
- b) Are veggie burgers really burgers?
- c) Does a burger have to contain meat to be a burger?
- d) What do you think of sausages and steaks?
- e) How important are farmers?
- f) How might veggie burgers damage farmers?
- g) How difficult is the life of a farmer?
- h) What advice do you have for farmers?

Phrase Match

- | | |
|--|------------------------------|
| 1. eateries can retain meat- | a. way confused |
| 2. debated whether or not a | b. workers |
| 3. There was a motion to ban | c. found confusing |
| 4. the names promoted misleading | d. the use |
| 5. livestock sector | e. over the naming |
| 6. hailed the decision | f. like names |
| 7. Consumers are in no | g. as vegetarian |
| 8. so long as it is clearly labelled | h. into their meals |
| 9. how to integrate them | i. veggie burger is a burger |
| 10. it wondered what livestock farmers | j. and unfair marketing |

Discussion – Student B

- What do you think about what you read?
- What common sense decision would you make over the names?
- What do you think of vegan and vegetarian food?
- What is the best burger in the world?
- How healthy are burgers?
- Do you think food is well labelled?
- Why is a hot dog called a hot dog?
- What questions would you like to ask the EU?

Spelling

- The European Union has earedldc
- There was a oitmno to ban the use
- Europe's largest farming oiosnticaa
- iamgelsnid and unfair marketing
- farmers and eocislvkt sector workers
- acknowledged and desceretp
- idlhae the decision
- Senior food ypcloi officer
- Consumers are in no way eofucnsd
- clearly llebaeld as vegetarian
- help cmoernuss understand
- The environmental agiacnpm group

Answers – Synonym Match

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

Role Play

Role A – Veggie Burger

You think a veggie burger is the best burger. Tell the others three reasons why. Tell them what is wrong with their burgers. Also, tell the others which is the least appealing of these (and why): hamburger, steak burger or fish burger.

Role B – Hamburger

You think a hamburger is the best burger. Tell the others three reasons why. Tell them what is wrong with their burgers. Also, tell the others which is the least appealing of these (and why): veggie burger, steak burger or fish burger.

Role C – Steak Burger

You think a steak burger is the best burger. Tell the others three reasons why. Tell them what is wrong with their burgers. Also, tell the others which is the least appealing of these (and why): hamburger, veggie burger or fish burger.

Role D – Fish Burger

You think a fish burger is the best burger. Tell the others three reasons why. Tell them what is wrong with their burgers. Also, tell the others which is the least appealing of these (and why): hamburger, steak burger or veggie burger.

Speaking – Burgers

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

- | | |
|--------------------|-----------------|
| • Rice burger | • Veggie burger |
| • Nut burger | • Hamburger |
| • Bean burger | • Fish burger |
| • Chick pea burger | • Tofu burger |

Answers – True False

| | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| a | F | b | T | c | T | d | F | e | F | f | F | g | T | h | F |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|

Answers to Phrase Match and Spelling are in the text.