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**Heinz Pauli** <https://www.theguardian.com/environment/2018/apr/30/lab-> 23 ago a las 14:47 ★

**Heinz Pauli** <paulicompany@yahoo.com> 23 ago a las 15:03 ★  
Para: Stephan Schmidheiny, Schmidheiny Viktoria, Laurenz

## The new food: meet the startups racing to reinvent the meal

Lab-grown meat and food-tech companies in the US are showing that applying science to what we eat can save the world and make money

[Damian Carrington](#) Last modified on Thu 9 Aug 2018 12.45 BST



A synthetic burger restaurant. Illustration: Joe Magee

"If you make food that tastes really good, you win," says Josh Tetrick, with a smile. And winning is crucial, he says, with his company [Just](#) in the vanguard of a new sector with an ambitious mission: to use cutting-edge technologies to create food that will take down the meat and dairy industries.

The scope is huge: growing meat in labs, producing creamy scrambled "eggs" from mung beans, or making fish that has never swum in water, or cow's milk brewed from yeast. The drive is to lessen the colossal environmental damage wrought by industrial farming, from its vast carbon emissions to water pollution and disease.

And the meat industry appears to be well and truly rattled. In the US the beef industry [has filed a petition](#) to exclude non-animal products from the definition of meat, while a [farmer politician in France](#) has managed to get a law passed that bans vegetarian companies from calling their products "sausages", "mince" or "bacon".

The most famous "alt-protein" product so far is the Impossible Burger, an entirely plant-based patty that has an [uncanny resemblance to meat](#) and is now served in