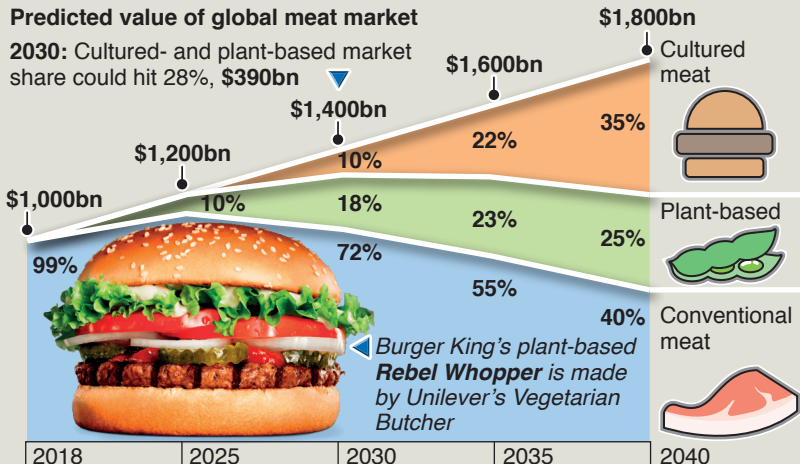


EU vote on fate of “veggie burger”

The European Parliament is to vote on banning the term “veggie burger”, reserving words such as “burger”, “hamburger” and “sausage” exclusively to labels for real meat, as alternatives gain in popularity

Predicted value of global meat market

2030: Cultured- and plant-based market share could hit 28%, **\$390bn**



Animal-free meat substitutes market

