

Fake meat goes beyond burgers with money for printing steaks

BY AGNIESZKA DE SOUSA AND IVAN LEVINGSTON
Bloomberg News

Juicy sirloin steaks hot off a 3D printer are on the menu this year as the booming faux meat market bids to lure even die hard carnivores.

Israel's Redefine Meat Ltd. is targeting steak houses and other restaurants in Israel, Europe and Asia with its 3D-printed facsimiles of beef cuts, from fillet to rump and brisket. The startup has just raised \$29 million in funding to build a large-scale pilot factory and begin sales later this year, it said Tuesday.

"We want to change the belief that delicious meat can only come from animals," Chief Executive Officer Eshchar Ben-Shitrit said. "We have all the building blocks in place to make this a reality."

Alternative-protein demand has boomed in recent years as environmental and health concerns drive consumers to



Redefine Meat

The inherent advantages of 3D printing make it a perfect fit for solving some of the most complex challenges in replacing animals as a source of meat and the key to cracking the challenge of replicating beef steak.

products like faux burgers or nuggets. That's attracted venture-capital investors and food giants from Nestle SA to McDonald's Corp., although more needs to be done to improve the taste of products and lower prices to compete with conventional meat.

Redefine is trying to take

plant-based products to the next level by giving diners the same sensory experience as eating prime beef. Last week, another Israeli startup, Aleph Farms Ltd., unveiled the world's first slaughter-free ribeye steak. Barcelona-based Novameat Tech SL plans to start selling 3D-printed vegan

meat to restaurants in Europe this year as it raises funds for a production scale-up, CEO Giuseppe Scionti said.

While Redefine is still working on flavor, 3D printers loaded with plant-based "ink" can print the meat countless times and deliver a complex layering of muscle and fat to recreate the right texture.

"Our meat today versus some other cuts of meat are the same," the Redefine CEO said in an interview. "You cannot distinguish."

The company has distribution partners in Israel, Germany, Switzerland and Singapore. Redefine's financing round, led by Happiness Capital and Hanaco Ventures, is the highest Series-A funding for any alternative protein startup, data from researcher Dealroom show.

The funding is "a major step toward becoming the world's biggest alternative meat company by 2030," Ben-Shitrit said.

WEDDINGS



Submitted photo

Jeffrey Stoeffen and Whitney Beck

Jeffrey Stoeffen and Whitney Beck

Jeffrey Stoeffen and Whitney Beck, of Portland, were married Dec. 31, 2020, in Centennial Park under the St. John Bridge in Portland.

The groom is the son of Pete and Barbara Stoeffen, of La Pine. He is a 2006 graduate of Bend High School and a 2010 graduate of Linfield College, where he received a bachelor of arts in political science. He's a 2013 graduate of the University of San Francisco, where

he received a master of arts in sports management. He works in sports management but is on hiatus due to the pandemic.

The bride is the daughter of Norm and Cindy Beck, of Portland.

She is a 2004 graduate of Westview High School and a 2008 graduate of Oregon State University where she earned a bachelor of science in business administration. She is an account director at Peter Jacobsen Sports in Portland.

The will settle in Portland.

BIDEN'S \$15 WAGE PROPOSAL:

Job killer or a boon for workers?

BY PAUL WISEMAN
AP Economics Writer

WASHINGTON — President Joe Biden's effort to raise the federal minimum wage to \$15 an hour could provide a welcome opportunity for someone like Cristian Cardona, a 21-year-old fast food worker. Cardona would love to earn enough to afford to move out of his parents' house in Orlando, Florida, and maybe scrape together money for college.

More than 1,000 miles away in Detroit, Nya Marshall worries that a \$15 minimum wage would drive up her labor costs and perhaps force her to close her 2-year-old restaurant, already under strain from the viral pandemic.

Between Cardona's hope and Marshall's fear lies a roiling public debate, one with enormous consequences for American workers and businesses. Will the Biden administration succeed in enacting a much higher federal minimum wage — and should it? Economists have argued the merits of minimum wage hikes for years.

"The mother of all economic debates" is how economists Michael Feroli and Daniel Silver of JPMorgan Chase describe it.

The administration has cast its campaign to raise the minimum as a way to lift up millions of the working poor, reduce America's vast financial inequality and help boost the economy.

"No American should work full time and live in poverty," said Rosemary Boeglin, a White House spokeswoman. "Research has shown that raising the minimum wage re-

duces poverty and has positive economic benefits for workers, their families, their communities, and local businesses where they spend those additional dollars."

Yet just this month, the non-partisan Congressional Budget Office estimated that while raising the minimum wage to \$15 by 2025 would increase pay for 17 million people and pull 900,000 out of poverty, it would also end 1.4 million jobs. The reasoning is that employers would cut jobs to make up for their higher labor costs.

The fate of Biden's minimum wage proposal remains hazy. Facing resistance in Congress, the president has acknowledged that he will likely have to omit the measure from the \$1.9 trillion COVID-19 financial relief package he is proposing and re-introduce it later as a separate bill.

For years, there was almost no debate at all about a minimum wage. Classical economists had standard advice on imposing or raising minimum wages: Don't. Piling higher labor costs on employers, the thinking went, would force them to cut jobs and end up hurting the very low-wage workers the minimum wage was intended to help.

But groundbreaking research in the 1990s suggested that the Econ 101 version was simplistic at best. Now there is growing confidence among economists — though far from a consensus — that lawmakers can mandate sharp increases in the minimum wage without killing large numbers of jobs.

Assessing Biden's \$15 plan, for instance, economists at Morgan Stanley have con-

cluded that "the impact to employment, positive or negative, would be minimal, while the social benefits to lifting real wages of lower-income earners and millions out of poverty are substantial."

Raising the minimum wage, they said, would also help narrow the chronic economic gap between white Americans on the one hand and Black and Hispanic Americans on the other.

The federal government introduced a minimum wage to a Depression-scarred country in 1938. Though Congress has raised the minimum over time, it hasn't done so for more than 11 years — the longest gap between increases. Adjusted for inflation, \$7.25 in 2009 dollars would be about \$8.80 now. Twenty-nine states and Washington, D.C., have already adopted minimum wages above the federal \$7.25.

The United States lags behind other developed countries in the size of its minimum wage. In 2018, the U.S. minimum amounted to 33% of the nation's median earnings —

dead-last among 31 countries in the Organization for Economic Cooperation and Development. By contrast, Canada's minimum wage came to 51% of median income, France's 62%

Biden's plan would shake things up entirely. He proposes gradually raising the wage to \$15 an hour by 2025, starting with a jump to \$9.50 this year. Thereafter, it would be indexed to grow at the same rate as the U.S. median wage — the point at which half earn more and half earn less.

Alyssa and Jack Mulkey

Jack and Alyssa (Crawford) Mulkey were married Aug. 8, 2020, at the Diamond A Ranch in Bend with a reception following.

The bride is the daughter of Shawn and Lori Crawford, of Johnson City, Tennessee. She is a 2015 graduate of Mountain View High School and a 2018 graduate of Oregon State University — Cascades, where she earned a bachelor of science in human development and family services. She is a loan set-up coordinator at Prime Lending in Bend.

The groom is the son of Steve and Lorna Mulkey, of Bend. He is a 2015 graduate of Mountain View High School and a 2017 graduate of Central Oregon Commu-



Melissa Stickney/Submitted

Jack and Alyssa Mulkey

nity College where he earned an associate of arts. He is a project manager at Composite Technologies in Redmond.

They honeymooned in Cabo San Lucas, Mexico. They will settle in Bend.

PROUDLY PROVIDING ENT CARE FOR OUR COMMUNITY SINCE 1970

We are Central Oregon's premier providers for ear, nose, and throat and hearing care .

SAME-DAY APPOINTMENTS AVAILABLE FOR:

- Ear/sinus issues
- Vertigo episodes
- Earwax removal
- Abscesses
- Nosebleeds
- Hearing test
- Allergy consultation
- Telehealth appointments

541.526.1479

NO REFERRALS NEEDED!*



Central Oregon Ear, Nose & Throat is excited to announce same-day appointments available!

Myra Baker, PA | Physician's Assistant

central oregon
EAR | NOSE | THROAT

Bend | 2450 NE Mary Rose Pl, Ste 120
Redmond | 1020 SW Indian Ave, Ste 102

COENT.com | *Call for details

Our **online resources** can help you start a fun DIY project, learn a new language, or find a job.

We have the latest eBooks, magazines, movies, and music to download. Or place your favorite books on hold and pick them up through our curbside service. We're here to help.

WE'RE HERE FOR YOU

We're your community resource.
deschuteslibrary.org

DESCHUTES PUBLIC LIBRARY