

# Wouter & Michael's Solo Newsletter

## Monday 13 Mar 2023

### What's On

#### **Fri 17 Mar - SEA visit to Prost beer factory**

This, the first SEA event for 2023, will be a fun trip. Meet at Ron's house in Bolon, Colomadu at 11am. Then proceed by bus for a luncheon at Salatiga, before visiting the Prost beer making complex at 1.15pm. For those of a thirsty disposition, beverages of divers types will be available for purchase on the bus.

#### **Sun 19 Mar Saudi Arabia F1 Grand Prix**

Place to be – Manir's restaurant

### **Coming Up**

Wed 22 Mar Nyepi – Balinese New Year

Thu 23 Mar Public holiday for Nyepi

Sun 27 Mar Portuguese MotorGp

### The News This Week

#### **Woolly Mammoth Meatball - Would You Eat One?**

A meatball has been made from the recreated flesh of the long-extinct woolly mammoth as part of a project to demonstrate the potential of growing flesh from cells.

Woolly mammoths became extinct thousands of years ago

The mammoth snack was produced by an Australian company called Vow which is aiming to use cells from unconventional species to create new kinds of meat. Vow's project doesn't involve the slaughter of animals and highlights the link between large-scale livestock production and the destruction of wildlife and the climate crisis. The company has already explored the potential of more than 50 species, including alpaca, buffalo, crocodile, kangaroo, peacocks and different types of fish.



The mammoth meatball produced by a cultivated meat company

The initial idea for the mammoth meatball was from Bas Korsten at the creative agency Wunderman Thompson. Tim Noakesmith, who cofounded Vow, told reporters: "We chose the woolly mammoth because it's a symbol of diversity loss and a symbol of climate change." Woolly mammoths are thought to have become extinct due to hunting by humans and the warming of the world after the last ice age.

"We haven't seen this protein for thousands of years," said Professor Wolvetang. "So we have no idea how our immune system would react when we eat it. But if we did it again, we could certainly do it in a way that would make it more palatable to regulatory bodies."

The large-scale production of meat causes environmental damage, with many studies the climate crisis will only end if there is a huge reduction in meat-eating in wealthy nations. George Peppou, the chief executive of Vow,

said his company's plan is to "transition a few billion meat eaters away from eating (conventional) animal protein to eating things that can be produced in electrified systems". He added: "And we believe the best way to do that is to invent meat. We look for cells that are easy to grow, really tasty and nutritious, and then mix and match those cells to create really tasty meat."



Vow's first cultivated meat product to be sold to diners will be Japanese quail, which is expected to be in restaurants in Singapore this year. Plant-based alternatives to meat are common but cultured meat like that produced by Vow replicates the taste of conventional meat. A chicken product made by Good Meat is currently the only cultivated meat available to diners and can only be bought in Singapore. However, two companies have now passed an approval process in the US. In 2018, a company used DNA from an extinct animal to create gummy bears made from gelatine from an extinct elephant-like animal called a mastodon.



## Government Cheese

Have you heard of “government cheese” before? No, it isn’t money but actually cheese, 1.4 billion pounds of it to be exact, stored in a cave in Missouri.

1,400,000,000 pounds of government cheese is stored in this underground cave in Springfield, Missouri

According to The Washington Post, the U.S. has the largest domestic reserve of cheese of all varieties, including cheddar, Swiss and American. You may wonder why the government has a massive cheese stockpile. Well, it started in the 1970s, during former President Jimmy Carter’s era and his promise of giving farmers a break. He wanted to

raise the price of milk, but the government couldn’t just buy milk and store it, so it started buying as much cheese as people wanted to sell.

But now, farmers were producing way too much cheese, leading to the ultimate question: What should the government do with all the cheddar? To tackle this, former President Ronald Reagan started food assistance programs to distribute 30 million pounds of cheese.

Butter and cheese being stacked and distributed during a surplus of dairy products, circa 1983



“People talk about food assistance programs as if they were created to help poor people out,” said Andrew Novakovic, professor of agricultural economics at Cornell University, per CNBC. “Yes that’s true, but almost all of the major food assistance programs were ideas that came from agriculture because we had too much of something.”

In the 1990s, the government also started making deals with fast-food restaurants to help sell the surplus. The National Dairy Promotion Board, a semi-public marketing branch, was also created, which created campaigns



like “Got Milk?” and a range of popular fast-food menu items like Domino’s seven-cheese pizza or Taco Bell’s very cheesy Quesalupa.

The 1.4 billion pounds of cheese still exists in cold storage holdings but it is no longer completely owned by the government but by private companies. “Precious little cheese is owned by the government,” Stephenson said, “We used to have a program in place where the government would buy some storable dairy products, and a very specific kind and style of cheese was one of those items. But those programs became completely sidelined back in the 1980s.”

President Reagan promoting cheese

The problem of overproduced cheese stayed consistent throughout the years, with lower dairy consumption. The government offered, again, to buy more cheese worth \$20 million in 2016, according to Vox. The Department of Agriculture has not stopped buying just yet. In August of last year, the agency announced the Cheese Purchase Program to buy Mozzarella, process and natural American cheddar cheese for the National School Lunch Program and other federal food nutrition assistance programs. It’s safe to say that American dairy farmers will continue to look for ways to offload their cheese supplies as the demand for it decreases with a rise in veganism and sustainable eating.

## Rewards For Getting This Far





**Quote:** “My mother always used to say: The older you get, the better you get, unless you’re a banana.” - Rose (Betty White from *The Golden Girls*)

**Thought for the week:** Is there a refund for this being this being an adult thing or what?

**Contact:** Michael Hp: 0815 4841 8500 editor  
Wouter Hp: 0811 3781 126 complaints  
Email: [michael@armadaorient.com](mailto:michael@armadaorient.com)