

## Mixing Up Some Chicken Breast Tonight?

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Scientists at the University of Missouri have accomplished what many thought to be impossible: making fake chicken that tastes and feels like the real deal. It's soy-based, and considered to be the first "meat analogue." While some might consider it a novelty, the scientists involved think it could help the country depend less on expensive and agriculturally-intensive poultry production while continuing to satisfy our love for all things chicken.

*If you're having trouble watching this video, try downloading the latest version of [Flash Player](#) [1] or contacting your IT department.*

*Have any comments or questions about our Thursday video editions of IMPO Insider? Or do you have a video you'd like to see featured in one of our deployments? Email me at [Joel.Hans@advantagemedia.com](mailto:Joel.Hans@advantagemedia.com) [2].*

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