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## **Level 4**

### **Trendy names make vegetables look tastier**

**15th June, 2017**

<http://www.breakingnewsenglish.com/1706/170615-vegetables-4.html>

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**Please try Levels 5 and 6. They are (a little) harder.**

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# THE READING

From <http://www.breakingnewsenglish.com/1706/170615-vegetables-4.html>

People eat more vegetables if they have trendy labels. Researchers found that vegetable sales went up by 25% if they had trendy-sounding names. They did their research on 600 diners at a university canteen. They labelled vegetable dishes in four different ways. Some had a "basic" label (with just the word "carrots"). There were two types of "health" labels and a trendy label. An example of the trendy label was "twisted citrus-glazed carrots".

Researchers created a wide choice to see how effective the labels were. They used many vegetables in their test. They used names like "dynamite chilli" and "tangy lime-seasoned beets". They said the dishes with the trendy labels were 25% more popular than those with the "basic" labels, and 41% more popular than those with other labels. A researcher said: "Labels really can influence our sensory experience, affecting how tasty...we think food will be."

Sources: <http://www.bbc.com/news/health-40245922>  
<https://www.sciencedaily.com/releases/2017/06/170612115415.htm>  
<https://consumer.healthday.com/vitamins-and-nutrition-information-27/food-and-nutrition-news-316/beans-or-sizzlin-beans-words-get-people-eating-healthier-723606.html>

# PHRASE MATCHING

From <http://www.breakingnewsenglish.com/1706/170615-vegetables-4.html>

## PARAGRAPH ONE:

- |                            |                       |
|----------------------------|-----------------------|
| 1. People eat more         | a. up by 25%          |
| 2. they have trendy        | b. of "health" labels |
| 3. vegetable sales went    | c. on 600 diners      |
| 4. if they had trendy-     | d. labels             |
| 5. They did their research | e. canteen            |
| 6. at a university         | f. vegetables         |
| 7. There were two types    | g. glazed carrots     |
| 8. twisted citrus-         | h. sounding names     |

## PARAGRAPH TWO:

- |  |                             |
|--|-----------------------------|
| 1. a wide                                  | a. vegetables in their test |
| 2. see how effective                       | b. experience               |
| 3. They used many                          | c. with other labels        |
| 4. They used names like                    | d. the labels were          |
| 5. the dishes with the                     | e. think food will be       |
| 6. 41% more popular than those             | f. choice                   |
| 7. Labels really can influence our sensory | g. trendy labels            |
| 8. how tasty we                            | h. "dynamite chilli"        |

# LISTEN AND FILL IN THE GAPS

From <http://www.breakingnewsenglish.com/1706/170615-vegetables-4.html>

People eat more vegetables (1) \_\_\_\_\_ trendy labels.

Researchers found that vegetable (2) \_\_\_\_\_ 25% if they

had trendy-sounding names. They did (3) \_\_\_\_\_ 600

diners at a university canteen. They labelled vegetable

(4) \_\_\_\_\_ different ways. Some had a "basic" label (with

just the word "carrots"). There were (5) \_\_\_\_\_ "health"

labels and a trendy label. An example of the (6) \_\_\_\_\_

"twisted citrus-glazed carrots".

Researchers (7) \_\_\_\_\_ choice to see how effective the

labels were. They used many vegetables (8) \_\_\_\_\_. They

used names like "(9) \_\_\_\_\_" and "tangy lime-seasoned

beets". They said the (10) \_\_\_\_\_ trendy labels were 25%

more popular than those with the "basic" labels, and 41%

(11) \_\_\_\_\_ those with other labels. A researcher said:

"Labels really can influence our sensory experience,

(12) \_\_\_\_\_...we think food will be."

# PUT A SLASH ( / ) WHERE THE SPACES ARE

From <http://www.breakingnewsenglish.com/1706/170615-vegetables-4.html>

People eat more vegetables if they have trendy labels. Researchers found that vegetable sales went up by 25% if they had trendy-sounding names. They did their research on 600 diners at a university canteen. They labelled vegetable dishes in four different ways. Some had a "basic" label (with just the word "carrots"). There were two types of "health" labels and a trendy label. An example of the trendy label was "twisted citrus-glazed carrots". Researchers created a wide choice to see how effective the labels were. They used many vegetables in their test. They used names like "dynamite chili" and "tangy lime-seasoned beets". They said the dishes with the trendy labels were 25% more popular than those with the "basic" labels, and 41% more popular than those with other labels. A researcher said: "Labels really can influence our sensory experience, affecting how tasty... we think food will be."

# VEGETABLES SURVEY

From <http://www.breakingnewsenglish.com/1706/170615-vegetables-4.html>

Write five GOOD questions about vegetables in the table. Do this in pairs. Each student must write the questions on his / her own paper. When you have finished, interview other students. Write down their answers.

	STUDENT 1 _____	STUDENT 2 _____	STUDENT 3 _____
Q.1.			
Q.2.			
Q.3.			
Q.4.			
Q.5.			

- Now return to your original partner and share and talk about what you found out. Change partners often.
- Make mini-presentations to other groups on your findings.

## WRITE QUESTIONS & ASK YOUR PARTNER(S)

Student A: Do not show these to your speaking partner(s).

a) \_\_\_\_\_

b) \_\_\_\_\_

c) \_\_\_\_\_

d) \_\_\_\_\_

e) \_\_\_\_\_

f) \_\_\_\_\_

*Trendy names make vegetables look tastier – 15th June, 2017*  
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## WRITE QUESTIONS & ASK YOUR PARTNER(S)

Student B: Do not show these to your speaking partner(s).

a) \_\_\_\_\_

b) \_\_\_\_\_

c) \_\_\_\_\_

d) \_\_\_\_\_

e) \_\_\_\_\_

f) \_\_\_\_\_

