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Ready-to-Use English Lessons by Sean Banville

Level 4
Trendy names make vegetables look tastier

15th June, 2017

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

Contents

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

THE READING

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."

PHRASE MATCHING

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

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

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VEGETABLES SURVEY

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) _____

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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) _____

WRITING

Write about **vegetables** for 10 minutes. Read and talk about your partner's paper.

_____

_____

_____

_____

_____

_____

_____

_____

_____