

France may have to increase price of baguettes

9th January 2023



France is synonymous with bread and pastries. In particular, the croissant and the baguette spring to mind. The latter is currently under pressure. Increasing costs are forcing many bakers to close their bakeries or raise baguette prices. Soaring energy costs and wheat supply issues

caused by the Ukraine War are making life financially untenable for many in the baguette-making industry. One baker, Julien Pedussel, 36, expressed his fears for his livelihood. He may have to raise his baguette prices from one to four euros. He told reporters: "I cannot pay an electricity bill of 12,000 euros with a turnover of 20,000 euros." He is concerned that big supermarkets are still selling baguettes for less than a euro.

The humble baguette is on the United Nations List of Intangible Cultural Heritage. Baguette prices are of such concern that France's President Macron has intervened. He recently described the bread as being "250 grams of magic and perfection". France's Ministry for the Economy has initiated an "electricity damper". This will allow bakers to limit by how much their electricity bills rise. The ministry said: "Aid for bakers has been reinforced and eligible bakeries can benefit from it." Consumers are facing tough choices. One lamented: "I won't pay three euros because it's double the price. Maybe, sometimes I would because there is no equivalent to a baguette." She added she might have to start baking them herself.

Sources: hurriyetdailynews.com / [cnbc.com](https://www.cnbc.com/) / abcnews.go.com

Writing

Bread is the world's tastiest staple food. Discuss.

Chat

Talk about these words from the article.

bread / pastries / croissant / costs / wheat / industry / bakery / supermarkets / euro / humble / prices / magic / perfection / electricity / bills / consumers / choices / baking

True / False

- 1) The article says in France, the words "bread" and "pastry" are synonyms. T / F
- 2) The article says pastries in France are under price pressures. T / F
- 3) A French baker is worried about his livelihood. T / F
- 4) The baker has a 20,000-euro electricity bill. T / F
- 5) The baguette is on a U.N. cultural heritage list. T / F
- 6) The French president said baguettes were 250 grams of magic. T / F
- 7) France's government will give no aid to bakers. T / F
- 8) A consumer may start baking baguettes herself. T / F

Synonym Match

(The words in **bold** are from the news article.)

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|-----------------------|---------------------|
| 1. latter | a. shaky |
| 2. pressure | b. entitled |
| 3. soaring | c. income |
| 4. untenable | d. strain |
| 5. turnover | e. modest |
| 6. humble | f. equal |
| 7. intervened | g. last-mentioned |
| 8. eligible | h. complained about |
| 9. lamented | i. escalating |
| 10. equivalent | j. got involved |

Discussion – Student A

- a) What do you know about baguettes?
- b) Do you prefer baguettes or croissants?
- c) Why are French baguettes so famous?
- d) What do you think of the price of bread?
- e) Is bread the best staple food in the world?
- f) What do you think of French food?
- g) How concerned are you about rising prices?
- h) Do you have a favourite bakery?

Phrase Match

- | | |
|--|----------------------------|
| 1. France is synonymous | a. benefit from it |
| 2. the croissant and the baguette | b. for many |
| 3. The latter is currently under | c. of 20,000 euros |
| 4. making life financially untenable | d. bills rise |
| 5. a turnover | e. spring to mind |
| 6. 250 grams of magic | f. to a baguette |
| 7. limit by how much their electricity | g. facing tough choices |
| 8. eligible bakeries can | h. with bread and pastries |
| 9. Consumers are | i. and perfection |
| 10. there is no equivalent | j. pressure |

Discussion – Student B

- What do you think about what you read?
- What cultural heritage in your country are you proud of?
- In what way might a baguette be 'magic and perfection'?
- How long should a baguette be?
- What tough choices do you face as a consumer?
- What do you think of your electricity bills?
- Do you like baking things yourself?
- What questions would you like to ask French bakers?

Spelling

- France is snmusnooy with bread
- the tsnsorcai and the baguette
- osanrig energy costs
- making life financially utenblean
- expressed his fears for his ldoivhelo
- with a nrtruvoe of 20,000 euros
- France's President Macron has enierdvnet
- 250 grams of magic and irpfctoene
- ietindtia an "electricity damper"
- Aid for bakers has been eefndciorr
- ileiblge bakeries can benefit from it
- there is no inveetaqu to a baguette

Answers – Synonym Match

1. g	2. d	3. i	4. a	5. c
6. e	7. j	8. b	9. h	10. f

Role Play

Role A – Baguette

You think a baguette is the best bread product. Tell the others three reasons why. Tell them why their things aren't as good. Also, tell the others which is the worst of these (and why): naan bread, pita bread or a sandwich.

Role B – Naan

You think naan bread is the best bread product. Tell the others three reasons why. Tell them why their things aren't as good. Also, tell the others which is the worst of these (and why): a baguette, pita bread or a sandwich.

Role C – Pita Bread

You think pita bread is the best bread product. Tell the others three reasons why. Tell them why their things aren't as good. Also, tell the others which is the worst of these (and why): naan bread, a baguette or a sandwich.

Role D – Sandwich

You think a sandwich is the best bread product. Tell the others three reasons why. Tell them why their things aren't as good. Also, tell the others which is the worst of these (and why): naan bread, pita bread or a baguette.

Speaking – Bread products

Rank these with your partner. Put the best breads at the top. Change partners often and share your rankings.

- | | |
|--------------|--------------|
| • Baguette | • Pita bread |
| • Naan | • Sourdough |
| • Bread roll | • Focaccia |
| • Sandwich | • Rye bread |

Answers – True False

1 F	2 F	3 T	4 F	5 T	6 T	7 F	8 T
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Answers to Phrase Match and Spelling are in the text.