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Level 6

Trendy names make vegetables look tastier

15th June, 2017

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

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Please try Levels 5 and 4 (they are easier).

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THE ARTICLE

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

Researchers have discovered that people eat more vegetables if the veggies have trendy labels. A research team from Stanford University in the USA found that sales of vegetables increased by 25 per cent after they were given trendy-sounding names. The researchers conducted their research on 600 diners for several months at the university canteen. They labeled all vegetable dishes in four different ways each day. Diners could select vegetable dishes with a "basic" label (for example with just the word "carrots"), a "healthy restrictive" label ("carrots with sugar-free citrus dressing"), a "health positive" label ("smart-choice vitamin C citrus carrots") or a trendy label ("twisted citrus-glazed carrots").

Researchers gave diners a wide choice of vegetables to see how effective the trendy labels were. They used beetroot, butternut squash, carrots, corn, courgettes, green beans and sweet potato in their test. These had names like "twisted garlic-ginger butternut squash wedges," or "dynamite chilli," and "tangy lime-seasoned beets". They found that the vegetable dishes with the trendy labels were by far the most popular. These dishes were 25 per cent more popular than those with the "basic" labelling, and 41 per cent more popular than those with the "healthy restrictive" labelling. A researcher said: "Labels really can influence our sensory experience, affecting how tasty and filling 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>

WARM-UPS

1. VEGETABLES: Students walk around the class and talk to other students about vegetables. Change partners often and share your findings.

2. CHAT: In pairs / groups, talk about these topics or words from the article. What will the article say about them? What can you say about these words and your life?

researchers / vegetables / trendy / sales / diners / canteen / carrots / healthy / smart choice / sweet potato / garlic / ginger / dynamite / chilli / popular / tasty / filling

Have a chat about the topics you liked. Change topics and partners frequently.

3. LABELS: Students A **strongly** believe labels can help make vegetables look tastier; Students B **strongly** believe the opposite. Change partners again and talk about your conversations.

4. EAT MORE: How can we get people to eat more vegetables? Complete this table with your partner(s). Change partners often and share what you wrote.

	How?	Would it work?
Labels		
TV ads		
School education		
Supermarkets		
Fast food restaurants		
Farmers		

5. CARROT: Spend one minute writing down all of the different words you associate with the word "carrot". Share your words with your partner(s) and talk about them. Together, put the words into different categories.

6. VEGGIES: Rank these with your partner. Put the best veggies at the top. Change partners often and share your rankings.

- carrots
- Brussels sprouts
- sweet potato
- spinach
- corn
- green beans
- pumpkin
- cabbage

BEFORE READING / LISTENING

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

1. TRUE / FALSE: Read the headline. Guess if a-h below are true (T) or false (F).

- a. The research is from Harvard University in the USA. **T / F**
- b. The researchers conducted their research in 600 canteens nationwide. **T / F**
- c. The researchers used eight different types of label. **T / F**
- d. One label highlighted the vitamin C in carrots. **T / F**
- e. The researchers used a wide variety of vegetables in their research. **T / F**
- f. The main vegetable researchers used was cabbage. **T / F**
- g. Dishes with trendy labels were 25% more popular than basic labels. **T / F**
- h. Labels affect how filling we think a dish might be. **T / F**

2. SYNONYM MATCH:

Match the following synonyms. The words in **bold** are from the news article.

- | | |
|----------------------|----------------|
| 1. discovered | a. plain |
| 2. increased | b. opt for |
| 3. conducted | c. successful |
| 4. select | d. went up |
| 5. basic | e. easily |
| 6. choice | f. carried out |
| 7. effective | g. zesty |
| 8. tangy | h. substantial |
| 9. by far | i. found |
| 10. filling | j. selection |

3. PHRASE MATCH: (Sometimes more than one choice is possible.)

- | | |
|--|---------------------------|
| 1. people eat more vegetables if the veggies | a. on 600 diners |
| 2. sales of vegetables | b. more popular |
| 3. given trendy- | c. dressing |
| 4. researchers conducted their research | d. the trendy labels were |
| 5. carrots with sugar-free citrus | e. sounding names |
| 6. Researchers gave diners a wide | f. far the most popular |
| 7. see how effective | g. have trendy labels |
| 8. dishes with the trendy labels were by | h. we think food will be |
| 9. These dishes were 25 per cent | i. choice of vegetables |
| 10. affecting how tasty and filling | j. increased by 25% |

GAP FILL

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

Researchers have (1) _____ that people eat more vegetables if the veggies have trendy labels. A research (2) _____ from Stanford University in the USA found that sales of vegetables increased by 25 per cent after they were given trendy-(3) _____ names. The researchers conducted their research on 600 (4) _____ for several months at the university canteen. They labeled all vegetable dishes in four different ways each day. Diners could (5) _____ vegetable dishes with a "(6) _____ " label (for example with (7) _____ the word "carrots"), a "healthy restrictive" label ("carrots with sugar-free citrus (8) _____ "), a "health positive" label ("smart-choice vitamin C citrus carrots") or a trendy label ("twisted citrus-glazed carrots").

select
sounding
just
discovered
diners
dressing
team
basic

Researchers gave diners a (9) _____ choice of vegetables to see how (10) _____ the trendy labels were. They used beetroot, butternut squash, carrots, corn, courgettes, green beans and sweet potato in their test. These had (11) _____ like "twisted garlic-ginger butternut squash wedges," or "dynamite chilli," and "tangy lime-(12) _____ beets". They found that the vegetable dishes with the trendy labels were by (13) _____ the most popular. These (14) _____ were 25 per cent more popular than those with the "basic" labelling, and 41 per cent more (15) _____ than those with the "healthy restrictive" labelling. A researcher said: "Labels really can influence our sensory experience, affecting how tasty and (16) _____ we think food will be."

dishes
effective
seasoned
filling
wide
far
popular
names

LISTENING – Guess the answers. Listen to check.

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

- 1) Researchers have discovered that people eat more vegetables if the _____ labels
 - a. veggies has trendy
 - b. veggies have trending
 - c. veggies having trendy
 - d. veggies have trendy
- 2) sales of vegetables increased by 25% after they were given _____ names
 - a. trendy-sound in
 - b. trendy-sounds in
 - c. trendy-sounding
 - d. trendy-sounded
- 3) researchers conducted their research on 600 diners for several months at _____
 - a. the university counting
 - b. the university can't eat
 - c. the university can tin
 - d. the university canteen
- 4) They labeled all vegetable dishes in four different _____
 - a. ways each day
 - b. way each day
 - c. weighs each day
 - d. weights each day
- 5) a "healthy restrictive" label ("carrots with sugar-free _____")
 - a. citrus dresses in
 - b. citrus dressing
 - c. citrus a dress in
 - d. citrus addressing
- 6) Researchers gave diners a wide choice of vegetables to see how effective the _____
 - a. trending labels were
 - b. trendy labels were
 - c. trendy label swerve
 - d. trendy label swore
- 7) These had names like "twisted garlic-ginger butternut squash wedges" or "_____"
 - a. dynamo chilli
 - b. dynamite chilly
 - c. dynamite chilli
 - d. dial a mite chilly
- 8) They found that the vegetable dishes with the trendy labels were _____ popular
 - a. by far the most
 - b. by far a most
 - c. before the most
 - d. before a most
- 9) These dishes were 25 per cent more popular than those with the _____
 - a. "basic" labelling
 - b. "basics" label in
 - c. "basically" labelling
 - d. "basic" label in
- 10) influence our sensory experience, affecting how tasty and filling we think _____
 - a. food will be
 - b. foods will be
 - c. foods will been
 - d. food will be

LISTENING – Listen and fill in the gaps

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

Researchers have discovered that people eat more vegetables (1) _____ have trendy labels. A research team from Stanford University in the USA found (2) _____ vegetables increased by 25 per cent after they were given (3) _____ names. The researchers conducted their research on 600 diners for several months at the (4) _____. They labeled all vegetable dishes in four different ways each day. Diners could select vegetable dishes with a "basic" label (for (5) _____ the word "carrots"), a "healthy restrictive" label ("carrots with sugar-free citrus dressing"), a "health positive" label ("smart- (6) _____ citrus carrots") or a trendy label ("twisted citrus-glazed carrots").

Researchers gave diners (7) _____ vegetables to see how effective the trendy labels were. They used beetroot, butternut squash, carrots, corn, courgettes, green beans and sweet (8) _____. These had names like "twisted (9) _____ butternut squash wedges," or "dynamite chilli," and "tangy lime-seasoned beets". They found that the vegetable dishes with the trendy labels (10) _____ most popular. (11) _____ 25 per cent more popular than those with the "basic" labelling, and 41 per cent more popular than those with the "healthy restrictive" labelling. A researcher said: "Labels really can influence our sensory experience, affecting how (12) _____ we think food will be."

COMPREHENSION QUESTIONS

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

1. Who found that people eat more vegetables if they have trendy labels?
2. How many diners did researchers conduct research on?
3. In how many different ways did researchers label vegetables?
4. What kind of dressing did a carrot dish have?
5. What shape were the carrots that were given a trendy label?
6. What kind of choice did researchers give to diners?
7. What name was given to a chilli dish?
8. How much more popular were dishes with trendy labels than basic labels?
9. What did researchers say labels can influence?
10. What can labels affect regarding our thoughts about food?

MULTIPLE CHOICE - QUIZ

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

- 1) Who found that people eat more vegetables if they have trendy labels?
 - a) vegetable farmers
 - b) researchers
 - c) chefs
 - d) diners
- 2) How many diners did researchers conduct research on?
 - a) 900
 - b) 800
 - c) 700
 - d) 600
- 3) In how many different ways did researchers label vegetables?
 - a) 4
 - b) 3
 - c) 5
 - d) 2
- 4) What kind of dressing did a carrot dish have?
 - a) a garlic dressing
 - b) a vinegar dressing
 - c) a citrus dressing
 - d) 1,000-island dressing
- 5) What shape were the carrots that were given a trendy label?
 - a) square
 - b) twisted
 - c) cubed
 - d) spherical
- 6) What kind of choice did researchers give to diners?
 - a) a wide choice
 - b) very little choice
 - c) A or B
 - d) chicken or fish
- 7) What name was given to a chilli dish?
 - a) Delicate Chilli
 - b) Dynamo Chilli
 - c) Dynamite Chilli
 - d) Delicious Chilli
- 8) How much more popular were dishes with trendy labels than basic labels?
 - a) 25%
 - b) 41%
 - c) 52%
 - d) 14%
- 9) What did researchers say labels can influence?
 - a) our sensory experience
 - b) our affective experience
 - c) our culinary experience
 - d) our vegetation experience
- 10) What can labels affect regarding our thoughts about food?
 - a) how sweet and sour it will be
 - b) how smooth and creamy it will be
 - c) how hot or cold it will be
 - d) how tasty and filling it will be

ROLE PLAY

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

Role A – Carrots

You think carrots are the best vegetables. Tell the others three reasons why. Tell them what is wrong with their vegetables. Also, tell the others which is the worst of these (and why): tomatoes, potatoes or cabbages.

Role B – Tomatoes

You think tomatoes are the best vegetables. Tell the others three reasons why. Tell them what is wrong with their vegetables. Also, tell the others which is the worst of these (and why): carrots, potatoes or cabbages.

Role C – Potatoes

You think potatoes are the best vegetables. Tell the others three reasons why. Tell them what is wrong with their vegetables. Also, tell the others which is the worst of these (and why): tomatoes, carrots or cabbages.

Role D – Cabbages

You think cabbages are the best vegetables. Tell the others three reasons why. Tell them what is wrong with their vegetables. Also, tell the others which is the worst of these (and why): tomatoes, potatoes or carrots.

AFTER READING / LISTENING

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

1. WORD SEARCH: Look in your dictionary / computer to find collocates, other meanings, information, synonyms ... for the words 'trendy' and 'label'.

trendy	label
---------------	--------------

- Share your findings with your partners.
- Make questions using the words you found.
- Ask your partner / group your questions.

2. ARTICLE QUESTIONS: Look back at the article and write down some questions you would like to ask the class about the text.

- Share your questions with other classmates / groups.
- Ask your partner / group your questions.

3. GAP FILL: In pairs / groups, compare your answers to this exercise. Check your answers. Talk about the words from the activity. Were they new, interesting, worth learning...?

4. VOCABULARY: Circle any words you do not understand. In groups, pool unknown words and use dictionaries to find their meanings.

5. TEST EACH OTHER: Look at the words below. With your partner, try to recall how they were used in the text:

<ul style="list-style-type: none">• veggies• sales• 600• four• select• sugar	<ul style="list-style-type: none">• wide• names• far• 41• influence• filling
---	---

VEGETABLES SURVEY

From <http://www.BreakingNewsEnglish.com/1706/170615-vegetables.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.

VEGETABLES DISCUSSION

STUDENT A's QUESTIONS (Do not show these to student B)

1. What did you think when you read the headline?
2. What springs to mind when you hear the word 'vegetable'?
3. How much do you like vegetables?
4. What is your favourite vegetable and why?
5. How can we get people to eat more vegetables?
6. Would trendy labels encourage you to eat more vegetables?
7. What kind of vegetables do you eat every day?
8. Do you think you should eat more vegetables?
9. What do you think of the sound of 'twisted citrus-glazed carrots'?
10. What do you think of carrots?

Trendy names make vegetables look tastier – 15th June, 2017
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VEGETABLES DISCUSSION

STUDENT B's QUESTIONS (Do not show these to student A)

11. Did you like reading this article? Why/not?
12. What do you think of when you hear the word 'trendy'?
13. What do you think about what you read?
14. What vegetables do you dislike, and why?
15. What do you think of the sound of 'dynamite chilli'?
16. Would people soon get tired of trendy labels?
17. How can labels influence our sensory experiences?
18. How does looking at vegetables make you feel?
19. Why are vegetables so healthy?
20. What questions would you like to ask the researchers?

DISCUSSION (Write your own questions)

STUDENT A's QUESTIONS (Do not show these to student B)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

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DISCUSSION (Write your own questions)

STUDENT B's QUESTIONS (Do not show these to student A)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

LANGUAGE - CLOZE

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

Researchers have discovered (1) _____ people eat more vegetables if the veggies have trendy labels. A research team from Stanford University in the USA found that (2) _____ of vegetables increased (3) _____ 25 per cent after they were given trendy-sounding names. The researchers (4) _____ their research on 600 diners for several months at the university canteen. They labeled all vegetable dishes in four different ways each day. Diners could (5) _____ vegetable dishes with a "basic" label (for example with just the word "carrots"), a "healthy restrictive" label ("carrots with sugar-free citrus (6) _____"), a "health positive" label ("smart-choice vitamin C citrus carrots") or a trendy label ("twisted citrus-glazed carrots").

Researchers gave diners a (7) _____ choice of vegetables to see how (8) _____ the trendy labels were. They used beetroot, butternut squash, carrots, corn, courgettes, green beans and sweet potato in their test. These had names (9) _____ "twisted garlic-ginger butternut squash wedges," or "dynamite chilli," and "tangy lime-seasoned beets". They found that the vegetable dishes with the trendy labels were by (10) _____ the most popular. These dishes were 25 per cent more popular than those with the "basic" labelling, and 41 per cent more popular than (11) _____ with the "healthy restrictive" labelling. A researcher said: "Labels really can influence our sensory experience, affecting how tasty and (12) _____ we think food will be."

Put the correct words from the table below in the above article.

- | | | | | |
|-----|---------------|----------------|---------------|----------------|
| 1. | (a) which | (b) who | (c) what | (d) that |
| 2. | (a) selling | (b) sellers | (c) sells | (d) sales |
| 3. | (a) at | (b) by | (c) on | (d) of |
| 4. | (a) conductor | (b) conducting | (c) conducted | (d) conduction |
| 5. | (a) select | (b) selective | (c) selection | (d) selected |
| 6. | (a) dressing | (b) dresser | (c) dressed | (d) dresses |
| 7. | (a) widen | (b) width | (c) widely | (d) wide |
| 8. | (a) effective | (b) effected | (c) affective | (d) affected |
| 9. | (a) likely | (b) like | (c) likened | (d) likening |
| 10. | (a) for | (b) fir | (c) far | (d) fur |
| 11. | (a) them | (b) they | (c) those | (d) these |
| 12. | (a) felling | (b) filling | (c) falling | (d) failing |

SPELLING

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

Paragraph 1

1. dvcedesori that people eat more
2. the eigesgv have trendy labels
3. researchers entcdocdu their research
4. for servale months
5. carrots with sugar-free citrus erdingss
6. twisted citrus-eazdgl carrots

Paragraph 2

7. see how eeecfvift the trendy labels were
8. butternut squash dsgwee
9. yamenidt chilli
10. tangy lime-enaoesds beets
11. the "healthy isretcivetr" labelling
12. cefuneinl our sensory experience

PUT THE TEXT BACK TOGETHER

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

Number these lines in the correct order.

- () given trendy-sounding names. The researchers conducted their research on 600 diners for several
- () months at the university canteen. They labeled all vegetable dishes in four different ways each
- () Researchers gave diners a wide choice of vegetables to see how effective the trendy labels were. They used beetroot,
- () day. Diners could select vegetable dishes with a "basic" label (for example with just the word "carrots"), a "healthy
- () popular than those with the "healthy restrictive" labelling. A researcher said: "Labels really can
- () influence our sensory experience, affecting how tasty and filling we think food will be."
- () butternut squash, carrots, corn, courgettes, green beans and sweet potato in their test. These had names like
- (**1**) Researchers have discovered that people eat more vegetables if the veggies have trendy labels. A research team
- () "twisted garlic-ginger butternut squash wedges," or "dynamite chilli," and "tangy lime-seasoned beets". They
- () from Stanford University in the USA found that sales of vegetables increased by 25 per cent after they were
- () found that the vegetable dishes with the trendy labels were by far the most popular. These dishes were
- () 25 per cent more popular than those with the "basic" labelling, and 41 per cent more
- () restrictive" label ("carrots with sugar-free citrus dressing"), a "health positive" label ("smart-choice vitamin
- () C citrus carrots") or a trendy label ("twisted citrus-glazed carrots").

PUT THE WORDS IN THE RIGHT ORDER

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

1. if have People vegetables veggies labels more the trendy eat .
2. researchers The diners 600 on research their conducted .
3. dishes They in labeled four all different vegetable ways .
4. select could Diners 'basic' a with dishes vegetable label .
5. carrots") trendy ("twisted glazed label citrus- .
6. gave Researchers vegetables of choice wide a diners .
7. the by most with were the Dishes labels far popular trendy .
8. 25 more those were cent than dishes per popular These .
9. can our experience really influence sensory Labels .
10. tasty we will how filling food Affecting and think be .

CIRCLE THE CORRECT WORD (20 PAIRS)

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

Researchers have *discovered / discovering* that people eat more vegetables if the veggies have *trend / trendy* labels. A research team from Stanford University in the USA found *what / that* sales of vegetables increased by 25 per cent after they were *given / giving* trendy-sounding names. The researchers conducted their research *in / on* 600 diners for several months at the university canteen. They labeled all vegetable dishes *in / on* four different *ways / weighs* each day. *Diners / Donors* could select vegetable dishes with a "basic" label (for example with *justly / just* the word "carrots"), a "healthy restrictive" label ("carrots with sugar-free citrus dressing"), a "health positive" label ("smart-choice vitamin C citrus carrots") *or / on* a trendy label ("twisted citrus-glazed carrots").

Researchers gave diners a wide *choice / choose* of vegetables to see how effective the trendy labels *be / were*. They used beetroot, butternut squash, carrots, corn, courgettes, green beans and sweet potato *in / by* their test. These had *named / names* like "twisted garlic-ginger butternut squash wedges," or "dynamite chilli," and "tangy lime-seasoned beets". They *funded / found* that the vegetable dishes with the trendy labels were *by / at* far the most popular. These *dishes / dish* were 25 per cent more popular than those with the "basic" labelling, and 41 per cent more *populated / popular* than *them / those* with the "healthy restrictive" labelling. A researcher said: "Labels really can influence our sensory experience, affecting how *tasty / tasted* and filling we think food will be."

Talk about the connection between each pair of words in italics, and why the correct word is correct.

INSERT THE VOWELS (a, e, i, o, u)

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

R_s__rch_rs h_v_ d_sc_v_r_d th_t p__pl_ __t m_r_ v_g_t_bl_s _f th_ v_gg__s h_v_ tr_ndy l_b_ls. _r_s__rch t__m fr_m St_nf_rd _n_v_rs_ty _n th_ _S_ f__nd th_t s_l_s _f v_g_t_bl_s _ncr__s_d by 25 p_r c_nt _ft_r th_y w_r_ g_v_n tr_ndy-s__ndng n_m_s. Th_ r_s__rch_rs c_nd_ct_d th__r r_s__rch _n 600 d_n_rs f_r s_v_r_l m_nths _t th_ _n_v_rs_ty c_nt__n. Th_y l_b_l_d _ll v_g_t_bl_ d_sh_s _n f__r d_ff_r_nt w_ys __ch_d_y. D_n_rs c__ld s_l_ct v_g_t_bl_ d_sh_s w_th _ "b_s_c" l_b_l (f_r_x_mpl_ w_th j_st th_ w_rd "c_rr_ts"), _ "h__lthy r_str_ct_v_" l_b_l ("c_rr_ts w_th s_g_r-fr__ c_tr_s dr_ss_ng"), _ "h__lth p_s_t_v_" l_b_l ("sm_rt-ch__c_v_t_m_n C c_tr_s c_rr_ts") _r _ tr_ndy l_b_l ("tw_st_d c_tr_s-gl_z_d c_rr_ts").

R_s__rch_rs g_v_d_n_rs _ w_d_ch__c__f v_g_t_bl_s t_s__ h_w_ff_ct_v_ th_ tr_ndy l_b_ls w_r_. Th_y _s_d b__tr__t, b_tt_rn_t sq__sh, c_rr_ts, c_rn, c__rg_tt_s, gr__n b__ns _nd sw__t p_t_t__n th__r t_st. Th_s_ h_d n_m_s l_k_ "tw_st_d g_rl_c-g_ng_r b_tt_rn_t sq__sh w_dg_s," _r "dyn_m_t_ ch_ll_," _nd "t_ngy l_m_s__s_n_d b__ts". Th_y f__nd th_t th_ v_g_t_bl_ d_sh_s w_th th_ tr_ndy l_b_ls w_r_ by f_r th_ m_st p_p_l_r. Th_s_ d_sh_s w_r_ 25 p_r c_nt m_r_ p_p_l_r th_n th_s_ w_th th_ "b_s_c" l_b_ll_ng, _nd 41 p_r c_nt m_r_ p_p_l_r th_n th_s_ w_th th_ "h__lthy r_str_ct_v_" l_b_ll_ng. _r_s__rch_r_s__d: "L_b_ls r__lly c_n _nfl__nc__r s_ns_ry_xp_r__nc_, _ff_ct_ng h_w_tsty _nd f_ll_ng w_ th_nk f__d_w_ll_b_."

PUNCTUATE THE TEXT AND ADD CAPITALS

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

researchers have discovered that people eat more vegetables if the veggies have trendy labels a research team from stanford university in the usa found that sales of vegetables increased by 25 per cent after they were given trendy-sounding names the researchers conducted their research on 600 diners for several months at the university canteen they labeled all vegetable dishes in four different ways each day diners could select vegetable dishes with a "basic" label (for example with just the word "carrots") a "healthy restrictive" label ("carrots with sugar-free citrus dressing") a "health positive" label ("smart-choice vitamin c citrus carrots") or a trendy label ("twisted citrus-glazed carrots")

researchers gave diners a wide choice of vegetables to see how effective the trendy labels were they used beetroot butternut squash carrots corn courgettes green beans and sweet potato in their test these had names like "twisted garlic-ginger butternut squash wedges" or "dynamite chilli" and "tangy lime-seasoned beets" they found that the vegetable dishes with the trendy labels were by far the most popular these dishes were 25 per cent more popular than those with the "basic" labelling and 41 per cent more popular than those with the "healthy restrictive" labelling a researcher said "labels really can influence our sensory experience affecting how tasty and filling we think food will be"

PUT A SLASH (/) WHERE THE SPACES ARE

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

Researchers have discovered that people eat more vegetables if the vegetables have trendy labels. A research team from Stanford University in the USA found that sales of vegetables increased by 25 percent after they were given trendy-sounding names. The researchers conducted their research on 600 diners for several months at the university canteen. They labeled all vegetable dishes in four different ways each day. Diners could select vegetable dishes with a "basic" label (for example with just the word "carrots"), a "healthy restrictive" label ("carrots with sugar-free citrus dressing"), a "health positive" label ("smart-choice vitamin C citrus carrots") or a trendy label ("twisted citrus-glazed carrots"). Researchers gave diners a wide choice of vegetables to see how effective the trendy labels were. They used beetroot, butternut squash, carrots, corn, courgettes, green beans and sweet potato in their test. These had names like "twisted garlic-ginger butternut squash wedges," or "dynamite chilli," and "tangy lime-seasoned beets". They found that the vegetable dishes with the trendy labels were by far the most popular. These dishes were 25 percent more popular than those with the "basic" labelling, and 41 percent more popular than those with the "healthy restrictive" labelling. A researcher said: "Labels really can influence our sensory experience, affecting how tasty and filling we think food will be."

HOMework

1. VOCABULARY EXTENSION: Choose several of the words from the text. Use a dictionary or Google's search field (or another search engine) to build up more associations / collocations of each word.

2. INTERNET: Search the Internet and find out more about this news. Share what you discover with your partner(s) in the next lesson.

3. VEGETABLES: Make a poster about vegetables. Show your work to your classmates in the next lesson. Did you all have similar things?

4. LABELLING: Write a magazine article about giving all vegetable dishes trendy labeling so people eat healthier food. Include imaginary interviews with people who are for and against this.

Read what you wrote to your classmates in the next lesson. Write down any new words and expressions you hear from your partner(s).

5. WHAT HAPPENED NEXT? Write a newspaper article about the next stage in this news story. Read what you wrote to your classmates in the next lesson. Give each other feedback on your articles.

6. LETTER: Write a letter to an expert on vegetables. Ask him/her three questions about them. Give him/her three of your ideas on how to get people to eat more vegetables. Read your letter to your partner(s) in your next lesson. Your partner(s) will answer your questions.

ANSWERS

TRUE / FALSE (p.4)

a F b F c F d T e T f F g T h T

SYNONYM MATCH (p.4)

1. **discovered**
2. **increased**
3. **conducted**
4. **select**
5. **basic**
6. **choice**
7. **effective**
8. **tangy**
9. **by far**
10. **filling**

- a. found
- b. went up
- c. carried out
- d. opt for
- e. plain
- f. selection
- g. successful
- h. zesty
- i. easily
- j. substantial

COMPREHENSION QUESTIONS (p.8)

1. Researchers
2. 600
3. Four
4. Sugar-free citrus dressing
5. Twisted
6. A wide choice
7. Dynamite Chilli
8. 25% more popular
9. Our sensory experience
10. How tasty and filling it will be

MULTIPLE CHOICE - QUIZ (p.9)

1. b 2. d 3. a 4. c 5. b 6. a 7. c 8. a 9. a 10. d

ALL OTHER EXERCISES

Please check for yourself by looking at the Article on page 2.
(It's good for your English ;-)