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Level 6 – 28th July 2025

Matcha in short supply worldwide

FREE online quizzes, mp3 listening and more for this lesson here:

<https://breakingnewsenglish.com/2507/250728-matcha-shortage.html>

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

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THE ARTICLE

From <https://breakingnewsenglish.com/2507/250728-matcha-shortage.html>

The popularity of matcha is skyrocketing worldwide. The famous finely-ground green tea powder is in short supply. Most of the world's matcha is produced in Japan. Record high temperatures there have lowered harvests of the shade-grown tea leaves. Increased demand and lower crop yields have resulted in prices hitting an all-time high. Masahiro Yoshida, a sixth-generation farmer from Uji, Kyoto, told the Reuters news agency about his decreased production. He said he was only able to harvest 1.5 tons of *tencha* tea leaves this year, instead of his typical harvest of two tons. He added: "Last year's summer was so scorching that it damaged the bushes, so we couldn't pluck as many leaves."

Matcha has exploded in popularity, from being a niche product to becoming a trendy flavouring for beverages, smoothies, desserts, and even skincare products. The Global Japanese Tea Association said Japan's tourism boom is exacerbating the green tea shortage. It told the website Sustainability Magazine: "Many foreigners buy lots of matcha...as souvenirs, sometimes even in bulk." It added that this increased appetite for matcha was "unprecedented," and was in part fuelled by social media. Yuki Ishii, founder of the store Tealife, said demand has grown ten-fold, and that he is always out of stock. "Matcha mania" has resulted in a scarcity that is also affecting Japan's traditional tea ceremonies.

Sources: <https://www.asahi.com/ajw/articles/15884478>
<https://sustainabilitymag.com/news/how-high-temperatures-have-caused-mass-matcha-supply-issues>
<https://www.reuters.com/business/japans-heat-stressed-matcha-tea-output-struggles-meet-soaring-global-demand-2025-07-04/>

WARM-UPS

1. MATCHA: Students walk around the class and talk to other students about matcha. 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?

popularity / matcha / green tea / high temperatures / farmer / news agency / leaves / niche / trendy / beverages / smoothies / shortage / souvenirs / appetite / ceremonies

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

3. COFFEE: Students A **strongly** believe coffee is better than tea; Students B **strongly** believe tea is better. Change partners again and talk about your conversations.

4. DIFFICULTY OF FARMING: How big a problem for farmers are the things in the table below? Why? How would you address these? Complete this table with your partner(s). Change partners often and share what you wrote.

	How Big a Problem	Why	Solutions
Rising temperatures			
Pests			
Water			
Input costs			
Worker availability			
Soil quality			

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

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

- Green tea
- Earl Grey
- Chamomile
- Rooibos
- English breakfast
- Oolong tea
- Masala chai
- Jasmine tea

VOCABULARY MATCHING

Paragraph 1

- | | |
|-----------------|---|
| 1. skyrocketing | a. A dark area made when the sun is blocked. |
| 2. ground | b. Very, very, very hot. |
| 3. shade | c. Going up / Increasing very fast. |
| 4. crop | d. Made into very small pieces or powder. |
| 5. yields | e. Rice grown by farmers to eat or sell. |
| 6. scorching | f. The amount of something, like food, made or grown. |
| 7. pluck | g. Pull something off with your fingers. |

Paragraph 2

- | | |
|-------------------|---|
| 8. niche | h. The feeling of wanting to eat. |
| 9. beverage | i. A small and special area or interest. |
| 10. exacerbating | j. In large amounts. |
| 11. in bulk | k. Making something (a situation) much worse. |
| 12. appetite | l. A drink. |
| 13. unprecedented | m. Never done or seen before. |
| 14. ten-fold | n. Ten times more. |

BEFORE READING / LISTENING

From <https://breakingnewsenglish.com/2507/250728-matcha-shortage.html>

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

1. The article suggested the popularity of matcha was increasing rapidly. **T / F**
2. Matcha bushes are grown in the shade. **T / F**
3. The article said the price of matcha is at a record high. **T / F**
4. A farmer said colder weather last years was to blame for poor harvests. **T / F**
5. The article says matcha is still very much a niche product. **T / F**
6. The article says matcha is now included in haircare treatments. **T / F**
7. A magazine said some tourists buy matcha in bulk as souvenirs. **T / F**
8. The matcha shortage has had no effect on Japan's tea ceremonies. **T / F**

2. SYNONYM MATCH: (The words in **bold** are from the news article.)

- | | |
|------------------------|--------------------|
| 1. popularity | a. hunger |
| 2. skyrocketing | b. baking |
| 3. yields | c. upturn |
| 4. scorching | d. escalating |
| 5. pluck | e. drinks |
| 6. beverages | f. fashionableness |
| 7. boom | g. shortage |
| 8. exacerbating | h. pick |
| 9. appetite | i. worsening |
| 10. scarcity | j. harvests |

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

- | | |
|--------------------------------|----------------------------|
| 1. The popularity of matcha is | a. ceremonies |
| 2. The famous finely- | b. as many leaves |
| 3. lower crop | c. product |
| 4. instead of his typical | d. ground green tea powder |
| 5. we couldn't pluck | e. by social media |
| 6. a niche | f. harvest of two tons |
| 7. in | g. skyrocketing worldwide |
| 8. in part fuelled | h. bulk |
| 9. he is always out | i. yields |
| 10. Japan's traditional tea | j. of stock |

GAP FILL

From <https://breakingnewsenglish.com/2507/250728-matcha-shortage.html>

The popularity of matcha is (1) _____ worldwide. The famous finely-ground green tea (2) _____ is in short supply. Most of the world's matcha is produced in Japan. Record high (3) _____ there have lowered harvests of the shade-grown tea leaves. Increased demand and lower crop (4) _____ have resulted in prices hitting an (5) _____ high. Masahiro Yoshida, a sixth-(6) _____ farmer from Uji, Kyoto, told the Reuters news agency about his decreased production. He said he was only able to (7) _____ 1.5 tons of *tencha* tea leaves this year, instead of his typical harvest of two tons. He added: "Last year's summer was so scorching that it damaged the bushes, so we couldn't (8) _____ as many leaves."

all-time
harvest
skyrocketing
pluck
powder
yields
generation
temperatures

Matcha has exploded in popularity, from being a (9) _____ product to becoming a trendy flavouring for (10) _____, smoothies, desserts, and even skincare products. The Global Japanese Tea Association said Japan's tourism (11) _____ is exacerbating the green tea shortage. It told the website Sustainability Magazine: "Many foreigners buy lots of matcha...as souvenirs, sometimes even in (12) _____." It added that this increased appetite for matcha was "(13) _____," and was in part fuelled by social media. Yuki Ishii, (14) _____ of the store Tealife, said demand has grown ten-(15) _____, and that he is always out of stock. "Matcha mania" has resulted in a (16) _____ that is also affecting Japan's traditional tea ceremonies.

unprecedented
niche
boom
scarcity
beverages
fold
bulk
founder

LISTENING – Guess the answers. Listen to check.

From <https://breakingnewsenglish.com/2507/250728-matcha-shortage.html>

- 1) Record high temperatures there have lowered harvests of the shade-_____
 - a. growing tea leaves
 - b. grown teal leaves
 - c. grown tea leaves
 - d. grown tea sleeves
- 2) Increased demand and _____
 - a. lower clop wields
 - b. lower crop yields
 - c. lower clap yields
 - d. lower crop wields
- 3) resulted in prices hitting an _____
 - a. all-time highs
 - b. all-time high
 - c. every-time high
 - d. every -time highs
- 4) instead of his typical harvest of two tons. He added: "Last year's summer _____"
 - a. was so scorched in
 - b. was so scratching
 - c. was so scorching
 - d. was so starching
- 5) Last year's summer was so scorching that it _____
 - a. damaged the bushy
 - b. damaged the bushiest
 - c. damaged the bush is
 - d. damaged the bushes
- 6) Matcha has exploded in popularity, from being a niche product to becoming _____
 - a. a trend flavour in
 - b. a trendy flavour ring
 - c. a trendy flavour wring
 - d. a trendy flavouring
- 7) beverages, smoothies, desserts, and _____
 - a. ever skincare products
 - b. even skincare products
 - c. event skincare products
 - d. evens skincare products
- 8) Many foreigners buy lots of matcha...as souvenirs, sometimes _____
 - a. even on bulk
 - b. even in balk
 - c. even in baulk
 - d. even in bulk
- 9) It that added this increased appetite for _____
 - a. matcha was "unpresented"
 - b. matcha was "precedent it"
 - c. matcha was "unpresidential"
 - d. matcha was "unprecedented"
- 10) the store Tealife, said demand has grown ten-fold, and that he is always _____
 - a. out of stack
 - b. out of stick
 - c. out of stuck
 - d. out of stock

LISTENING – Listen and fill in the gaps

From <https://breakingnewsenglish.com/2507/250728-matcha-shortage.html>

(1) _____ matcha is skyrocketing worldwide. The famous (2) _____ tea powder is in short supply. Most of the world's matcha is produced in Japan. Record high temperatures there have lowered harvests (3) _____ tea leaves. Increased demand and lower crop yields have resulted in prices hitting an all-time high. Masahiro Yoshida, a (4) _____ from Uji, Kyoto, told the Reuters news agency about his decreased production. He said he was only able to harvest 1.5 tons of *tencha* tea leaves this year, instead of (5) _____ of two tons. He added: "Last year's summer was so scorching that it damaged the bushes, so we couldn't (6) _____ leaves."

Matcha has (7) _____, from being a niche product to becoming a trendy flavouring for beverages, smoothies, desserts, and (8) _____. The Global Japanese Tea Association said Japan's tourism boom is exacerbating the green tea shortage. It told the website Sustainability Magazine: "Many foreigners buy lots of matcha...as souvenirs, sometimes (9) _____." It added that this increased appetite for matcha was "unprecedented," and was (10) _____ by social media. Yuki Ishii, founder of the store Tealife, said demand has (11) _____, and that he is always (12) _____. "Matcha mania" has resulted in a scarcity that is also affecting Japan's traditional tea ceremonies.

COMPREHENSION QUESTIONS

From <https://breakingnewsenglish.com/2507/250728-matcha-shortage.html>

1. Where is the popularity of matcha skyrocketing?
2. How does the article say matcha tea leaves are grown?
3. What have an increase in demand and poorer harvests led to?
4. How many matcha leaves did a farmer say he used to harvest?
5. What did a farmer say he couldn't pluck as many of?
6. What does the article say matcha was before being a trendy flavouring?
7. What did a tea association say was worsening the green tea shortage?
8. Why are many foreigners buying lots of matcha?
9. By how much did the demand for matcha in a tea store rise?
10. What has the scarcity caused by "matcha mania" affected?

MULTIPLE CHOICE - QUIZ

From <https://breakingnewsenglish.com/2507/250728-matcha-shortage.html>

- 1) Where is the popularity of matcha skyrocketing?
 - a) in South-east Asia
 - b) worldwide
 - c) in Australia
 - d) in Brazil
- 2) How does the article say matcha tea leaves are grown?
 - a) on flat plains
 - b) on mountain tops
 - c) in greenhouses
 - d) in the shade
- 3) What have an increase in demand and poorer harvests led to?
 - a) AI-produced matcha
 - b) an increase in fake matcha
 - c) prices hitting an all-time high
 - d) a rise in demand for coffee
- 4) How many matcha leaves did a farmer say he used to harvest?
 - a) two tons
 - b) 1.5 tons
 - c) 10 tons
 - d) a million tons
- 5) What did a farmer say he couldn't pluck as many of?
 - a) eyebrows
 - b) leaves
 - c) guitar strings
 - d) feathers
- 6) What does the article say matcha was before being a trendy flavouring?
 - a) a niche product
 - b) unknown
 - c) a lifestyle choice
 - d) a health drink
- 7) What did a tea association say was worsening the green tea shortage?
 - a) ice cream
 - b) a rise in coffee prices
 - c) Japan's tourism boom
 - d) skincare products
- 8) Why are many foreigners buying lots of matcha?
 - a) for souvenirs
 - b) to make cakes
 - c) to learn the Japanese tea ceremony
 - d) as an investment
- 9) By how much did the demand for matcha in a tea store rise?
 - a) five-fold
 - b) six-fold
 - c) eight-fold
 - d) ten-fold
- 10) What has the scarcity caused by "matcha mania" affected?
 - a) coffee prices
 - b) the profitability of cafes
 - c) Japan's traditional tea ceremonies
 - d) people's health

ROLE PLAY

From <https://breakingnewsenglish.com/2507/250728-matcha-shortage.html>

Role A – Green Tea

You think green tea is the best tea. Tell the others three reasons why. Tell them what is wrong with their tea. Also, tell the others which is the least appealing of these (and why): English breakfast tea, masala chai or rooibos.

Role B – English Breakfast Tea

You think English breakfast tea is the best tea. Tell the others three reasons why. Tell them what is wrong with their tea. Also, tell the others which is the least appealing of these (and why): green tea, masala chai or rooibos.

Role C – Masala Chai

You think masala chai is the best tea. Tell the others three reasons why. Tell them what is wrong with their tea. Also, tell the others which is the least appealing of these (and why): English breakfast tea, green tea or rooibos.

Role D – Rooibos

You think rooibos is the best tea. Tell the others three reasons why. Tell them what is wrong with their tea. Also, tell the others which is the least appealing of these (and why): English breakfast tea, masala chai or green tea.

AFTER READING / LISTENING

From <https://breakingnewsenglish.com/2507/250728-matcha-shortage.html>

1. WORD SEARCH: Look online / in your dictionary to find collocates, information on, synonyms for... the words 'matcha' and 'tea'.

matcha	tea

- 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">• skyrocketing• most• lower• agency• able• damaged	<ul style="list-style-type: none">• niche• boom• buy• appetite• ten• mania
---	---

MATCHA SURVEY

From <https://breakingnewsenglish.com/2507/250728-matcha-shortage.html>

Write five GOOD questions about matcha 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.

MATCHA DISCUSSION

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

1. What did you think when you read the headline?
2. What images are in your mind when you hear the word 'matcha'?
3. When did you first find out about matcha?
4. What do you know about matcha?
5. Is matcha the best kind of tea?
6. How have temperatures affected crops in your country?
7. Should more countries grow the green tea bushes?
8. What makes matcha so healthy and popular?
9. Which is better, coffee or tea?
10. What Japanese food products do you like?

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MATCHA 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 'tea'?
13. What do you think about what you read?
14. What do you think of matcha?
15. Why do you think matcha has exploded in popularity?
16. What is the best thing to make with matcha?
17. Should Japan stop exporting matcha?
18. What souvenir from Japan would you like?
19. What do you know about the Japanese tea ceremony?
20. What questions would you like to ask a matcha farmer?

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 <https://breakingnewsenglish.com/2507/250728-matcha-shortage.html>

The (1) ____ of matcha is skyrocketing worldwide. The famous finely-(2) ____ green tea powder is in short supply. Most of the world's matcha is produced in Japan. Record high temperatures there have lowered harvests of the (3) ____-grown tea leaves. Increased demand and lower crop yields have resulted in prices hitting an all-(4) ____ high. Masahiro Yoshida, a sixth-generation farmer from Uji, Kyoto, told the Reuters news agency about his decreased production. He said he was only able to harvest 1.5 tons of *tencha* tea leaves this year, (5) ____ of his typical harvest of two tons. He added: "Last year's summer was so scorching that it damaged the bushes, so we couldn't (6) ____ as many leaves."

Matcha has exploded in popularity, from being a (7) ____ product to becoming a trendy flavouring for beverages, smoothies, desserts, and even skincare products. The Global Japanese Tea Association said Japan's tourism (8) ____ is exacerbating the green tea shortage. It told the website Sustainability Magazine: "Many foreigners buy lots of matcha...as souvenirs, sometimes even (9) ____ bulk." It added that this increased appetite for matcha was "unprecedented," and was in part (10) ____ by social media. Yuki Ishii, founder of the store Tealife, said demand has grown ten-(11) ____, and that he is always out of stock. "Matcha mania" has resulted (12) ____ a scarcity that is also affecting Japan's traditional tea ceremonies.

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

- | | | | | |
|-----|--------------|----------------|----------------|---------------|
| 1. | (a) popular | (b) popularize | (c) popularity | (d) popularly |
| 2. | (a) ground | (b) earthed | (c) soiled | (d) paved |
| 3. | (a) shade | (b) shady | (c) shadowy | (d) shadows |
| 4. | (a) time | (b) timely | (c) times | (d) timed |
| 5. | (a) steadied | (b) steady | (c) stead | (d) instead |
| 6. | (a) fleck | (b) plank | (c) fluke | (d) pluck |
| 7. | (a) niche | (b) quiche | (c) pastiche | (d) cliché |
| 8. | (a) boot | (b) boof | (c) boon | (d) boom |
| 9. | (a) in | (b) on | (c) of | (d) up |
| 10. | (a) oiled | (b) fuelled | (c) waved | (d) winded |
| 11. | (a) heap | (b) fold | (c) much | (d) added |
| 12. | (a) in | (b) on | (c) at | (d) up |

SPELLING

From <https://breakingnewsenglish.com/2507/250728-matcha-shortage.html>

Paragraph 1

1. The popularity of matcha is ecnigkkytros
2. Record high eerrsetpuatm
3. lower crop eyldis
4. instead of his typlaic harvest of two tons
5. Last year's summer was so igrncoshc
6. we couldn't puklc as many leaves

Paragraph 2

7. being a ecin product
8. a trendy flavouring for bvgaresee
9. axinretegabc the green tea shortage
10. increased tpeaptei
11. matcha was durdeeetcpenn
12. resulted in a yactisrc

PUT THE TEXT BACK TOGETHER

From <https://breakingnewsenglish.com/2507/250728-matcha-shortage.html>

Number these lines in the correct order.

- () "unprecedented," and was in part fuelled by social media. Yuki Ishii, founder of the store Tealife, said demand has
- () boom is exacerbating the green tea shortage. It told the website Sustainability Magazine: "Many foreigners buy
- () farmer from Uji, Kyoto, told the Reuters news agency about his decreased production. He said he was only able
- () for beverages, smoothies, desserts, and even skincare products. The Global Japanese Tea Association said Japan's tourism
- () grown ten-fold, and that he is always out of stock. "Matcha mania" has resulted
- () in a scarcity that is also affecting Japan's traditional tea ceremonies.
- () lots of matcha...as souvenirs, sometimes even in bulk." It added that this increased appetite for matcha was
- () Matcha has exploded in popularity, from being a niche product to becoming a trendy flavouring
- () powder is in short supply. Most of the world's matcha is produced in Japan. Record high
- () summer was so scorching that it damaged the bushes, so we couldn't pluck as many leaves."
- () temperatures there have lowered harvests of the shade-grown tea leaves. Increased demand and lower crop
- (**1**) The popularity of matcha is skyrocketing worldwide. The famous finely-ground green tea
- () to harvest 1.5 tons of *tencha* tea leaves this year, instead of his typical harvest of two tons. He added: "Last year's
- () yields have resulted in prices hitting an all-time high. Masahiro Yoshida, a sixth-generation

PUT THE WORDS IN THE RIGHT ORDER

From <https://breakingnewsenglish.com/2507/250728-matcha-shortage.html>

1. The skyrocketing popularity worldwide is of matcha .
2. green finely-ground short tea in supply The is .
3. It the lowered shade-grown of leaves harvests tea .
4. This all-time prices hitting resulted an high in .
5. Summer scorching so was it bushes the damaged .
6. Japan's boom tourism shortage the matcha exacerbating is .
7. Many buy foreigners souvenirs as matcha of lots .
8. This matcha appetite increased was for unprecedented .
9. Matcha in has this resulted mania scarcity .
10. That ceremonies also tea traditional Japan's affecting is .

CIRCLE THE CORRECT WORD (20 PAIRS)

From <https://breakingnewsenglish.com/2507/250728-matcha-shortage.html>

The popularity of matcha is skyrocketing *worldly* / *worldwide*. The famous finely-ground green tea powder is *in* / *on* short supply. Most of the world's matcha is produced in Japan. Record high temperatures there have lowered *harvests* / *harvest* of the shade-grown tea leaves. Increased demand and lower *clop* / *crop* yields have resulted *in* / *of* prices hitting an all-time high. Masahiro Yoshida, *the* / *a* sixth-generation farmer from Uji, Kyoto, told the Reuters news agency about his *deceased* / *decreased* production. He said he was only *ability* / *able* to harvest 1.5 tons of *tencha* tea leaves this year, instead of his *typical* / *typically* harvest of two tons. He added: "Last year's summer was so scorching that it damaged the bushes, so we couldn't *pluck* / *plucky* as many leaves."

Matcha has exploded *on* / *in* popularity, from being a niche product *for* / *to* becoming a trendy flavouring for beverages, smoothies, *deserts* / *desserts*, and even skincare products. The Global Japanese Tea Association said Japan's tourism boom is *exacerbation* / *exacerbating* the green tea *shortage* / *short*. It told the website Sustainability Magazine: "Many foreigners buy lots of matcha...as souvenirs, sometimes even *on* / *in* bulk." It added that this increased appetite for matcha was "unprecedented," and was in part *oiled* / *fuelled* by social media. Yuki Ishii, *founder* / *flounder* of the store Tealife, said demand has grown ten-fold, and that he is always *without* / *out* of stock. "Matcha mania" has resulted in a scarcity that is also *effecting* / *affecting* Japan's traditional tea ceremonies.

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

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

From <https://breakingnewsenglish.com/2507/250728-matcha-shortage.html>

Th_ p_p_l_r_ty _f m_tch_ _s skyr_ck_t_ng w_rldw_d_.
Th_ fam__s f_n_ly-gr__nd gr__n t_a p_wd_r _s _n
sh_rt s_pply. M_st _f th_ w_rld's m_tch_ _s pr_d_c_d
_n J_p_n. R_c_rd h_g_h t_m_p_r_t_r_s th_r_ h_v_
l_w_r_d h_rv_sts _f th_ sh_d-gr_wn t__ l__v_s.
_ncr__s_d d_m_nd _nd l_w_r cr_p y__lds h_v_ r_s_lt_d
_n pr_c_s h_tt_ng _n _ll-t_m_ h_g_h. M_s_h_r_ Y_sh_d_,
_ s_xth-g_n_r_t__n f_r_m_r fr_m _j_, Ky_t_, t_ld th_
R__t_rs n_ws _g_ncy _b__t h_s d_cr__s_d pr_d_ct__n.
H_ s__d h_ w_s _nly _bl_ t_ h_rv_st 1.5 t_ns _f
t_nch_ t__ l__v_s th_s y__r, _nst__d _f h_s typ_c_l
h_rv_st _f tw_ t_ns. H_ _dd_d: "L_st y__r's s_mm_r
w_s s_ sc_rch_ng th_t _t d_m_g_d th_ b_sh_s, s_ w_
c__ldn't pl_ck _s m_ny l__v_s."

M_tch_ h_s _xpl_d_d _n p_p_l_r_ty, fr_m b__ng _
n_ch_ pr_d_ct t_ b_c_m_ng _ tr_ndy fl_v__r_ng f_r
b_v_r_g_s, sm__th__s, d_ss_rts, _nd _v_n sk_nc_r_
pr_d_cts. Th_ Gl_b_l J_p_n_s_ T__ _ss_c__t__n s__d
J_p_n's t__r_sm b__m _s _x_c_rb_t_ng th_ gr__n t__
sh_rt_g_. _t t_ld th_ w_bs_t_ S_st__n_b_l_ty M_g_z_n_:
"M_ny f_r__gn_rs b_y l_ts _f m_tch...s s__v_n_rs,
s_m_t_m_s _v_n _n b_lk." _t _dd_d th_t th_s
_ncr__s_d _pp_t_t_ f_r m_tch_ w_s "_npr_c_d_nt_d,"
_nd w_s _n p_r_t f__ll_d by s_c__l m_d__. Y_k_ _sh__,
f__nd_r _f th_ st_r_ T__l_f_, s__d d_m_nd h_s gr_wn
t_n-f_ld, _nd th_t h_ _s _lw_y_s __t _f st_ck. "M_tch_
m_n__" h_s r_s_lt_d _n _ sc_rc_ty th_t _s _ls_
_ff_ct_ng J_p_n's tr_d_t__n_l t__ c_r_m_n__s.

PUNCTUATE THE TEXT AND ADD CAPITALS

From <https://breakingnewsenglish.com/2507/250728-matcha-shortage.html>

the popularity of matcha is skyrocketing worldwide the famous finelyground green tea powder is in short supply most of the worlds matcha is produced in japan record high temperatures there have lowered harvests of the shadegrown tea leaves increased demand and lower crop yields have resulted in prices hitting an alltime high masahiro yoshida a sixthgeneration farmer from uji kyoto told the reuters news agency about his decreased production he said he was only able to harvest 15 tons of *tencha* tea leaves this year instead of his typical harvest of two tons he added last years summer was so scorching that it damaged the bushes so we couldnt pluck as many leaves

matcha has exploded in popularity from being a niche product to becoming a trendy flavouring for beverages smoothies desserts and even skincare products the global japanese tea association said japans tourism boom is exacerbating the green tea shortage it told the website sustainability magazine many foreigners buy lots of matcha as souvenirs sometimes even in bulk It added that this increased appetite for matcha was unprecedented and was in part fuelled by social media yuki ishii founder of the store tealife said demand has grown tenfold and that he is always out of stock matcha mania has resulted in a scarcity that is also affecting japans traditional tea ceremonies

PUT A SLASH (/) WHERE THE SPACES ARE

From <https://breakingnewsenglish.com/2507/250728-matcha-shortage.html>

The popularity of matcha is skyrocketing worldwide. The famous finely-ground green tea powder is in short supply. Most of the world's matcha is produced in Japan. Record high temperatures there have lowered harvests of the shade-grown tea leaves. Increased demand and lower crop yields have resulted in prices hitting an all-time high. Masahiro Yoshida, a sixth-generation farmer from Uji, Kyoto, told the Reuters news agency about this decreased production. He said he was only able to harvest 1.5 tons of green tea leaves this year, instead of his typical harvest of two tons. He added: "Last year's summer was so scorching that it damaged the bushes, so we couldn't pluck as many leaves." Matcha has exploded in popularity, from being a niche product to becoming a trendy flavouring for beverages, smoothies, desserts, and even skin care products. The Global Japanese Tea Association said Japan's tourism boom is exacerbating the green tea shortage. It told the website Sustainability Magazine: "Many foreigners buy lots of matcha... as souvenirs, sometimes even in bulk." It added that this increased appetite for matcha was "unprecedented," and was in part fuelled by social media. Yuki Ishii, founder of the store Tealife, said demand has grown ten-fold, and that he is always out of stock. "Matcha mania" has resulted in a scarcity that is also affecting Japan's traditional tea ceremonies.

FREE WRITING

From <https://breakingnewsenglish.com/2507/250728-matcha-shortage.html>

Write about **matcha** for 10 minutes. Comment on your partner's paper.

[illegible]

ACADEMIC WRITING

From <https://breakingnewsenglish.com/2507/250728-matcha-shortage.html>

Tea is better than coffee. Discuss.

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

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 story. Share what you discover with your partner(s) in the next lesson.

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

4. TEA ONLY: Write a magazine article about matcha only being used for tea if it becomes very scarce. 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 matcha. Ask him/her three questions about it. Give him/her three of your opinions on the matcha scarcity. Read your letter to your partner(s) in your next lesson. Your partner(s) will answer your questions.

ANSWERS

VOCABULARY (p.4)

1. c 2. d 3. a 4. e 5. f 6. b 7. g
8. i 9. l 10. n 11. j 12. h 13. k 14. m

TRUE / FALSE (p.5)

- 1 T 2 T 3 T 4 F 5 F 6 F 7 T 8 F

SYNONYM MATCH (p.5)

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

COMPREHENSION QUESTIONS (p.9)

- Worldwide
- In the shade
- Prices hitting an all-time high
- Two tons
- Leaves
- A niche product
- Japan's tourism boom
- For souvenirs
- Ten-fold
- Japan's traditional tea ceremonies

WORDS IN THE RIGHT ORDER (p.19)

- The popularity of matcha is skyrocketing worldwide.
- The finely-ground green tea is in short supply.
- It lowered harvests of the shade-grown tea leaves.
- This resulted in prices hitting an all-time high.
- Summer was so scorching it damaged the bushes.
- Japan's tourism boom is exacerbating the matcha shortage.
- Many foreigners buy lots of matcha as souvenirs.
- This increased appetite for matcha was unprecedented.
- Matcha mania has resulted in this scarcity.
- That is also affecting Japan's traditional tea ceremonies.

MULTIPLE CHOICE - QUIZ (p.10)

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

ALL OTHER EXERCISES

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