

Trendy names make vegetables look tastier

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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 people 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: bbc.com / sciencedaily.com / healthday.com

Writing

What are the advantages and disadvantages of trendy labels on vegetables?

Chat

Talk about these words from the article.

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

True / False

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

Synonym Match

(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 |

Discussion – Student A

- How much do you like vegetables?
- What is your favourite vegetable and why?
- How can we get people to eat more vegetables?
- Would trendy labels encourage you to eat more vegetables?
- What kind of vegetables do you eat every day?
- Do you think you should eat more vegetables?
- What do you think of the sound of 'twisted citrus-glazed carrots'?
- What do you think of carrots?

Phrase Match

- | | |
|--|---------------------------|
| 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% |

Discussion – Student B

- What do you think about what you read?
- What vegetables do you dislike, and why?
- What do you think of the sound of 'dynamite chilli'?
- Would people soon get tired of trendy labels?
- How can labels influence our sensory experiences?
- How does looking at vegetables make you feel?
- Why are vegetables so healthy?
- What questions would you like to ask the researchers?

Spelling

- dvcedesori that people eat more
- the eigesgv have trendy labels
- researchers entcdocdu their research
- for servale months
- carrots with sugar-free citrus erdingss
- twisted citrus-eazdgl carrots
- see how eeecfvift the trendy labels were
- butternut squash dsgwee
- yamenidt chilli
- tangy lime-enaoesds beets
- the "healthy isretcivetr" labelling
- cefuneinl our sensory experience

Answers – Synonym Match

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

Role Play

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.

Speaking – Veggies

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

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

Answers – True False

a	F	b	F	c	F	d	T	e	T	f	F	g	T	h	T
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Answers to Phrase Match and Spelling are in the text.