

Man sells British countryside air to China

16th February, 2016



An English entrepreneur has started a booming business from selling bottled, British countryside air to Chinese consumers. Leo De Watts, 27, struck upon the idea of selling air to China after seeing news footage of pollution and smog in Chinese cities. He guessed there was a market for cleaner air. De Watts launched his company last year in the somewhat imaginatively named industry of "air farming". His team "harvests" air in bottles from various locations across Britain and ships it to China. Even though the air is cheap to collect, De Watts puts a hefty price on his products. Chinese lovers of British air have to pay around \$115 for a 580 ml bottle of the fresh stuff.

De Watts was born in the British countryside and said he appreciates the quality of the air in rural Britain. He now lives in Hong Kong where he sells his fresh air at local street markets. A lot of his merchandise is sold in Chinese cities such as Beijing and Shanghai, where pollution can be particularly bad. He said his Chinese customers can be quite fussy about exactly what kind of air they buy. He explained in a promotional video that: "Quite often a lot of our orders are bespoke. We have clients who request very particular circumstances for their air. Sometimes we'll be at the top of a mountain, and other times at the bottom of a valley." He added: "There's really a market for this. We've just started."

Sources: abc57.com / techtimes.com / radionz.co.nz

Writing

We shouldn't do anything in our daily life that makes the air quality worse. Discuss.

Chat

Talk about these words from the article.

entrepreneur / booming business / countryside / consumers / pollution / harvest / fresh / appreciate / quality / street markets / merchandise / fussy / mountain / valley

True / False

- The businessman selling the air is from England. T / F
- The man got the idea after seeing pollution in China on the news. T / F
- The industry the man is in is called 'air harvesting'. T / F
- The air costs \$115 for a litre bottle. T / F
- The man was born in the middle of the city of London. T / F
- The man now lives in Beijing. T / F
- Some Chinese customers ask for mountain air. T / F
- The man said there was a market for selling countryside air. T / F

Synonym Match

- | | |
|-------------------|--------------------|
| 1. entrepreneur | a. values |
| 2. struck upon | b. places |
| 3. locations | c. environment |
| 4. hefty | d. produce |
| 5. lovers | e. business person |
| 6. appreciates | f. order made |
| 7. merchandise | g. large |
| 8. fussy | h. aficionados |
| 9. bespoke | i. picky |
| 10. circumstances | j. thought of |

Discussion – Student A

- What do you think about what you read?
- What is the air quality like where you live?
- How can we stop doing things that make the air quality worse?
- What do you think of buying bottled air?
- What other ways can you think of to make money from air?
- Should there be a tax on people and companies who create pollution?
- What do you think of the 'air farming' industry?
- How do you think people 'harvest' air?

BreakingNewsEnglish - The Mini Lesson

Phrase Match

- started a booming
- struck
- news
- from various locations
- De Watts puts a hefty
- he appreciates the
- rural
- pollution can be particularly
- He explained in a
- the bottom
- bad
- footage
- quality of the air
- promotional video
- business
- price on his products
- of a valley
- upon the idea
- Britain
- across Britain

Discussion – Student B

- Do you ever worry about air quality?
- How do you think it is possible to be fussy about air?
- How different is mountain air from valley air?
- What do you think an air salesperson might say to sell air?
- What will air quality be like in 100 years from now?
- What kind of air would you order, and why?
- How big do you think the air farming industry will become?
- What questions would you like to ask the entrepreneur?

Spelling

- An English nrueeerpetrn
- Chinese emcornssu
- seeing news efoogat of pollution
- His team atsvesrh air
- from urioas locations across Britain
- De Watts puts a theyf price on his products
- he arstepeacpi the quality of the air
- A lot of his eaimsechrnd is sold
- He explained in a oiormpnlaot video
- a lot of our orders are sbkpoee
- very particular stcmsircanceu
- the bottom of a ellayv

Answers – Synonym Match

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

Role Play

Role A – Mountains

You think mountains are the best place to be in the countryside. Tell the others three reasons why. Tell them why their places aren't so good. Also, tell the others which is the worst of these (and why): beaches, deserts or forests.

Role B – Beaches

You think beaches are the best place to be in the countryside. Tell the others three reasons why. Tell them why their places aren't so good. Also, tell the others which is the worst of these (and why): mountains, deserts or forests.

Role C – Deserts

You think deserts are the best place to be in the countryside. Tell the others three reasons why. Tell them why their places aren't so good. Also, tell the others which is the worst of these (and why): beaches, mountains or forests.

Role D – Forests

You think forests are the best place to be in the countryside. Tell the others three reasons why. Tell them why their places aren't so good. Also, tell the others which is the worst of these (and why): beaches, deserts or mountains.

Speaking – Countryside

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

- desert
- mountains
- glaciers
- valleys
- beach
- fields
- forests
- riverbanks

Answers – True False

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