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## **Level 5**

### **Trendy names make vegetables look tastier**

**15th June, 2017**

<http://www.breakingnewsenglish.com/1706/170615-vegetables-5.html>

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**Please try Levels 4 and 6. They are (a little) harder.**

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# THE READING

From <http://www.breakingnewsenglish.com/1706/170615-vegetables-5.html>

Researchers say people eat more vegetables if the veggies have trendy labels. A research team found that vegetable sales went up by 25 per cent if they had trendy-sounding names. The researchers conducted their research on 600 diners at a university canteen. They labelled vegetable dishes in four different ways each day. There were vegetable dishes with a "basic" label (with just the word "carrots"), a healthy label ("carrots with sugar-free citrus dressing"), a "health positive" label ("smart-choice vitamin C citrus carrots") and a trendy label ("twisted citrus-glazed carrots").

Researchers created a wide choice of vegetables to see how effective the labels were. They used vegetables like beetroot, carrots, corn, green beans and sweet potato in their test. They used names like "twisted garlic-ginger butternut squash wedges," or "dynamite chilli," and "tangy lime-seasoned beets". They said the dishes with the trendy labels were 25% more popular than those with the "basic" labels, and 41% more popular than those with other labels. 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>

# PHRASE MATCHING

From <http://www.breakingnewsenglish.com/1706/170615-vegetables-5.html>

## PARAGRAPH ONE:

- |                            |                         |
|----------------------------|-------------------------|
| 1. people eat              | a. team                 |
| 2. the veggies have trendy | b. sounding names       |
| 3. A research              | c. up                   |
| 4. vegetable sales went    | d. free citrus dressing |
| 5. trendy-                 | e. more vegetables      |
| 6. research on 600         | f. C citrus carrots     |
| 7. carrots with sugar-     | g. labels               |
| 8. smart-choice vitamin    | h. diners               |

## PARAGRAPH TWO:

- |                                    |                           |
|------------------------------------|---------------------------|
| 1. a wide choice                   | a. beetroot               |
| 2. see how effective the           | b. with the trendy labels |
| 3. They used vegetables like       | c. sensory experience     |
| 4. names like twisted garlic       | d. labels were            |
| 5. the dishes                      | e. filling                |
| 6. more popular than those with    | f. of vegetables          |
| 7. Labels really can influence our | g. ginger                 |
| 8. tasty and                       | h. other labels           |

# LISTEN AND FILL IN THE GAPS

From <http://www.breakingnewsenglish.com/1706/170615-vegetables-5.html>

Researchers say (1) \_\_\_\_\_ vegetables if the veggies have trendy labels. A research team found that vegetable (2) \_\_\_\_\_ 25 per cent if they had trendy-sounding names. The researchers conducted their (3) \_\_\_\_\_ diners at a university canteen. They labelled vegetable (4) \_\_\_\_\_ different ways each day. There were vegetable dishes with a "basic" label (with just the word "carrots"), a healthy label ("carrots (5) \_\_\_\_\_ citrus dressing"), a "health positive" label ("smart-choice vitamin C citrus carrots") and a trendy label ("twisted (6) \_\_\_\_\_ carrots").

Researchers (7) \_\_\_\_\_ choice of vegetables to see how effective (8) \_\_\_\_\_. They used vegetables like beetroot, carrots, corn, green beans and sweet (9) \_\_\_\_\_ test. They used names like "twisted garlic-ginger butternut squash wedges," or "dynamite chilli," and "tangy lime-seasoned beets". They said the dishes with the trendy labels were 25% (10) \_\_\_\_\_ those with the "basic" labels, and 41% more popular than (11) \_\_\_\_\_ labels. A researcher said: "Labels really can influence our sensory experience, affecting how (12) \_\_\_\_\_ we think food will be."

# PUT A SLASH ( / ) WHERE THE SPACES ARE

From <http://www.breakingnewsenglish.com/1706/170615-vegetables-5.html>

Researchers say people eat more vegetables if the veggies have trendy labels. A research team found that vegetable sales went up by 25 percent if they had trendy-sounding names. The researchers conducted their research on 600 diners at a university canteen. They labelled vegetable dishes in four different ways each day. There were vegetable dishes with a "basic" label (with just the word "carrots"), a healthy label ("carrots with sugar-free citrus dressing"), a "health positive" label ("smart-choice vitamin C citrus carrots") and a trendy label ("twisted citrus-glazed carrots"). Researchers created a wide choice of vegetables to see how effective the labels were. They used vegetables like beetroot, carrots, corn, green bean and sweet potato in their test. They used names like "twisted garlic-ginger butternut squash wedges," or "dynamite chilli," and "tangy lime-seasoned beets". They said the dishes with the trendy labels were 25% more popular than those with the "basic" labels, and 41% more popular than those with other labels. A researcher said: "Labels really can influence our sensory experience, affecting how tasty and filling we think food will be."

# VEGETABLES SURVEY

From <http://www.breakingnewsenglish.com/1706/170615-vegetables-4.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<br>_____ | STUDENT 2<br>_____ | STUDENT 3<br>_____ |
|------|--------------------|--------------------|--------------------|
| 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.

## WRITE QUESTIONS & ASK YOUR PARTNER(S)

Student A: Do not show these to your speaking partner(s).

a) \_\_\_\_\_

b) \_\_\_\_\_

c) \_\_\_\_\_

d) \_\_\_\_\_

e) \_\_\_\_\_

f) \_\_\_\_\_

*Trendy names make vegetables look tastier – 15th June, 2017*  
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## WRITE QUESTIONS & ASK YOUR PARTNER(S)

Student B: Do not show these to your speaking partner(s).

a) \_\_\_\_\_

b) \_\_\_\_\_

c) \_\_\_\_\_

d) \_\_\_\_\_

e) \_\_\_\_\_

f) \_\_\_\_\_

# WRITING

From <http://www.breakingnewsenglish.com/1706/170615-vegetables-5.html>

Write about **vegetables** for 10 minutes. Read and talk about your partner's paper.

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