



Food trends

Kompetenzniveau: B2

Thema: Ernährung, Wirtschaftswelt

Testformat: Multiple Choice (Format der standardisierten schriftlichen Reifeprüfung)

Bearbeitungszeit: 15 Minuten

Länge des Hörtexts: 4:15 Minuten

Anzahl der Items: 7

Kommentar:

Diese Hörtextaufgabe überprüft das Verstehen komplexer Argumentation, die jedoch durch die Fragen des Interviewers gut strukturiert wird. Das im Text verwendete wirtschaftliche Fachvokabular muss zur Beantwortung der gestellten Fragen nicht genau verstanden werden.

Lehrplanbezug:

7. Klasse, Kompetenzmodul 5, Hören

- längeren Redebeiträgen und komplexer Argumentation folgen können, sofern die Thematik einigermaßen vertraut und der Rede- oder Gesprächsverlauf durch explizite Signale gekennzeichnet ist
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Deskriptoren des GeR-Begleitbands:

Hörverstehen allgemein > GeR, 2020, S. 59

(B2) Kann die Hauptaussagen von inhaltlich und sprachlich komplexen Diskursen zu konkreten und abstrakten Themen verstehen, wenn in Standardsprache oder einer vertrauten Varietät gesprochen wird; versteht auch Fachdiskussionen im eigenen Spezialgebiet.

Gespräche zwischen anderen Sprechern verstehen > GeR, 2020, S. 60

(B2) Kann die Hauptgründe für oder gegen ein Argument oder einen Gedanken in einer Diskussion verstehen, die in klarer Standardsprache oder in einer vertrauten Varietät geführt wird.



You are going to listen to an interview with two experts on how what we eat might change. First you will have 45 seconds to study the task below. Then you will hear the recording twice. While listening, choose the correct answer (A, B, C or D) for each question (1–7). Put a cross (X) in the correct box. The first one (0) has been done for you.

After the second listening, you will have 45 seconds to check your answers.



Bild: kmw737 (Pixabay)

Food trends

0 In the past, rulers were considered successful if

- A taxes weren't set too high.
- B workers earned enough money to survive.
- C the economy kept growing.
- D everyone had the basic food they needed.

1 A law introduced by a national government led to

- A companies changing the recipes of their products.
- B certain products becoming cheaper.
- C complaints by medical professionals.
- D improved health and fitness.

2 Food options without animal products

- A make it easier to become vegetarian.
- B are considered a healthier choice.
- C attract vegetarians as customers.
- D have become easier to make.

3 Companies believe that alternatives to traditional animal products

- A will have little impact on their current business.
- B are only suitable for some countries.
- C need to become a lot cheaper.
- D are going to become popular globally.

4 Vanessa argues that avoiding animal products

- A does not mean the food is more environmentally friendly.
- B provides several health benefits.
- C needs more promotion by the media.
- D will soon become the norm.

5 James points out that some areas of the world

- A profit from avoiding animal products.
- B cannot afford healthy food.
- C suffer from a lack of animal products.
- D depend on animal products to feed the population.

6 An international initiative asks countries to

- A provide better food to their population.
- B set goals for improving food security.
- C move away from animal products.
- D work together to end animal suffering.

7 According to Vanessa, the initiative discussed

- A is not likely to be successful.
- B is contributing to discrimination in societies.
- C needs to give examples of successful cases.
- D should receive stronger support.

Lösung

0	1	2	3	4	5	6	7
D	A	B	D	A	D	C	B

Transkript

- Presenter: On today's show, Vanessa Kuran, who specialises in agricultural economics, and James Newman, a food scientist, are here to discuss food trends. Now, Vanessa, you've studied ancient Roman food production. What did you find?
- Vanessa: Well, I was thinking about the rising cost of living and wondered how the Romans dealt with economic uncertainty. Back then, providing enough bread to its citizens was the sign of a good government. Then the economist, Adam Smith, found a similar link between wages and 18th-century corn tariffs in Britain, and these trends tell us a lot.
- Presenter: I imagine that modern-day food policy has made some advancements ...
- Vanessa: Sure, but politicians are well aware that it's a means of exerting significant influence. If you think of the UK's sugar tax, it wants to try and prevent obesity and diabetes by discouraging people from consuming sugar-rich drinks. As a result, most soft drink manufacturers have reduced sugar content to avoid being charged this tax. So, we should think carefully about who's behind dietary advice as we're often led to believe it's doctors and nutritionists.
- Presenter: Good point. These days, fake-meat substitutes are in the headlines. James, what do you think about these vegan products?
- James: Well, environmentalists want us to stop eating meat to help combat climate change, but the food industry has developed an alternative solution. And they're winning over meat lovers – many simply believing these products are much better for them. Of course, meat substitutes prevent animal suffering, but they're highly processed food. One thing's for sure, kale-eating vegans aren't their target market.
- Presenter: OK. Vanessa, let's talk about the lab-grown meat market. Will it ever take off?
- Vanessa: Well, the biggest corporations are capitalising on it because they've seen huge growth with plant-based products in the West. I'm sure they're anticipating that that will also occur in other parts of the world. So, we can expect the collapse of the dairy and cattle business in the not-too-distant future once lab-grown meat and proteins go mainstream. With this technology, we can produce just the parts we need without raising, feeding, and slaughtering livestock.
- Presenter: If we can stomach the idea that is! Think I'd rather turn vegan ... Well, how is veganism depicted in the media?
- Vanessa: Well, it's in the news all the time. And it's great that so many people are adopting a plant-based diet, whether it's for ethical or health reasons. But they won't save the world by doing this. Avocados, for instance, guzzle vast amounts of water while cocoa is a significant driver of deforestation, but issues like that are rarely newsworthy. What we really need is a more balanced view and some real solutions. Giving up meat won't save the world.
- Presenter: So, in theory, would a global shift to a plant-based diet have much impact?
- James: It would make a difference. There's a lot to be said about the health benefits of moving away from meat and towards fresh fruit and vegetables. But if the poorest countries no longer had access to meat that'd be a grave mistake, as it ensures food security and a nutritious diet.
- Presenter: But doesn't that go against the EAT-Lancet food campaign?
- Vanessa: Yes, particularly in India. The campaign wants the world to adopt a plant-based diet and provides targets to achieve this. Recently, Canadian conservation scientist Brent Loken described India as a great example of mainly getting its protein sources from plants – the whole nation is often stereotyped as being vegetarian. But the campaign has aggravated a political situation where minority communities who eat meat, such as Muslims and Christians, are being treated as inferior.
- Presenter: I wasn't aware of that! And what's the vegan movement in Africa like? *(fade-out)*