



CD 1, Track 27

3. Listen again to part of the lecture. Why does the student say this?
 - a) She has heard other people discussing fast food and weight gain.
 - b) She is not quite sure what the nurse is trying to say.
 - c) She is tired of hearing advice recommending the avoidance of fast foods.
 - d) The nurse's comment reminds her of her own situation.
4. According to the nurse, what should the student do to get her weight under control? Choose two answers.
 - a) Go to the pool.
 - b) Keep a diary of the foods she consumes.
 - c) Stop eating campus food.
 - d) Stop eating fast food, ice cream, chips, and chocolate bars.
5. What will the student probably do next?
 - a) Buy a chocolate bar
 - b) Buy a notebook
 - c) Buy a swim pass
 - d) Buy a book about dieting

Score: /5

Listening Practice 4: Business



Processed Foods and the Flavor Industry



Pre-listening Discussion: Activating Background Knowledge

1. What is processed food? Do you eat processed foods?
2. What do you think the flavor industry is?

2L10 Abbreviations

How would you abbreviate the following words? Write an abbreviation in each box.

1. nutritional	2. amount	3. chemical, chemist
4. required	5. industry	6. revolution
7. company	8. fragrance	9. World War Two
10. corporation	11. New Jersey	12. American
13. introduced	14. flavor	

2L11 Symbols (Optional Exercise)

Write the correct number beside each symbol.

→	>	/	\$\$	a/f	++
↑	©	£	←	→	=

1. gain, up
2. and
3. 19th century
4. manufactured by
5. is
6. from-to
7. money-making
8. cause
9. after
10. more than
11. rapid
12. per

Listening: Note-taking



CD 1, Track 28

1. Close your book, listen, and take notes.
2. Abbreviate key content words, and use symbols such as those listed on page 95 or your own symbols.
3. Write main points on the extreme left, and indent for each progressive level of detail.



Post-listening: Paraphrasing Notes and Applied-level Comprehension

1. Compare your notes to the sample notes with your partner.
2. Paraphrase the lecture with your notes or the sample notes.
3. What is your opinion of the fragrance and flavor industry? Why?

Sample Notes

- | | |
|--|---|
| <ol style="list-style-type: none"> 1. processed food → big ↑ <ul style="list-style-type: none"> • why? poor nutrit. value → ↑ sales? • global sales \$3.2 trillion, 75% world sales • reason: flavor ← food chemists = flavorists 2. flavorist = mix chemicals <ul style="list-style-type: none"> • responsible for flavor & look of food <ul style="list-style-type: none"> • TV dinners, chips, cereals, cookies ice cream, soft drinks • small amt. chem. change tasteless, colorless food → \$\$ product • strawberry ice-cream = 350 chem. → req. taste • pigment in lipstick → req. color 4. a/f WWII hub frag. indus. Europe → US <ul style="list-style-type: none"> 1958: world's largest flavor corp. opened in NJ <ul style="list-style-type: none"> • 1960s intro US to Pop Tarts, Lucky Charms, Cool Whip, Pringles chips • Fast food ← flavor houses for taste • US flavor indus. revenues = billions | <ol style="list-style-type: none"> 3. flavor indus. = part of processed food indus. <ul style="list-style-type: none"> • started: mid C perfume houses Europe • a/f Indus. Rev. new US food processing co. problem: freezing, canning, heating, & drying foods → kill flavor • Turned to European fragrance trade • Chem. make perfume same qualifications chem. make food 5. large corp. control US, smaller firms → Asia (processed food ↑ growth) <ul style="list-style-type: none"> • demand ↑ India & China 6. Global frag. & flav. sector > \$20 billion/yr. |
|--|---|

2L12 Test Questions

1. What does the professor mainly discuss?
 - a) Changes in global eating habits
 - b) The mutually beneficial relationship between two industries
 - c) The history of the processed food industry
 - d) The sales potential of processed foods
2. What is the professor's attitude toward the processed food industry?
 - a) He believes that it will see a downturn with the advent of organic foods.
 - b) He is impressed with how they have joined forces with the fragrance and flavor industry.
 - c) He thinks that the industry has experienced growth because of a worldwide trend to emulate American culture.
 - d) He thinks it is a dishonest industry.



CD 1, Track 29

3. Listen again to part of the lecture. Why does the professor say this?
- To clarify that both lipstick and strawberry ice cream share the same color pigment
 - To demonstrate that it is easier to produce color than taste
 - To make processed foods sound unhealthy
 - To make the point that some lipsticks are flavored
4. According to the professor, why did US food-processing companies ask for help from the fragrance industry?
- Their foods didn't taste good.
 - Their freezing, canning, heating, and drying processes were damaging employee morale.
 - They believed they could successfully analyze why their food processing techniques were not effective.
 - They wanted to add fragrance to the packaging.
5. What can be inferred about taste sensations like Pop Tarts and Lucky Charms cereal?
- They are no longer sold in today's marketplace.
 - They are not available outside the United States.
 - They are sold at fast-food outlets.
 - They don't have much in the way of nutritional value.
6. Match each statement with the appropriate industry. Place a checkmark in the correct box. **This question is worth two points** (6/6 = 2, 5/6 = 1, 4/6 = 0).

Statements	1. Processed-food Industry	2. Fragrance and Flavor Industry	3. Both
a) It is responsible for the flavor in fast foods.			
b) It makes use of chemists qualified to manufacture perfume.			
c) It has global revenues of around \$20 billion.			
d) It has global sales exceeding \$3 trillion.			
e) It originated in Europe.			
f) It originated in the US.			

Score: /7



Academic Discussion

- What is more important to you when choosing a food—taste or nutrition? Why?
- Do you buy processed foods like TV dinners, potato chips, breakfast cereals, cookies, ice cream, and soft drinks? If so, what kinds? If not, why not?
- How often do you eat at fast-food restaurants? Why?
- Does it bother you that the flavors of many modern foods are manufactured by chemists? Why or why not?
- Do you worry about the lack of nutritional content in processed foods? Explain.
- Do you think that chemical additives in foods may cause health problems? Why or why not?
- What is the main reason for the popularity of convenience foods in your opinion?