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The 4 page 60 minute ESL British English lesson – 10/06/16

## Food scandal in Eastern Europe – lower quality than West Europe

Recently a friend suggested I write an English lesson about inferior food being sold in Central and Eastern Europe. In other words products of lower quality, or the same product - but the contents having lower quality inside the package.

How can this be possible? Believe me it is! I live in Slovakia and I hear this story time and time again from my students and friends.

Many Slovaks like to go to Austria to go shopping. Why? Because food is cheaper, and of better quality.

Anyone shopping in Slovak supermarkets is likely to be sold inferior quality goods, like cheese, washing powder, coffee, milk chocolate, and Coca Cola. In Austria those same products are of a much higher quality.

Apparently, the EU has investigated the accusation of lower quality food being sold in Eastern Europe. They said there was no evidence of this. What utter poppycock!

Those unelected bureaucrats, who sit in their luxury pension padded EU Ivory Towers in Brussels, eating their Belgium paté, while drinking a glass of French wine, couldn't care less about this particular issue.

Lower quality food is, and has been for years, continually dumped by western companies in the former Eastern bloc countries of Slovakia, the Czech Republic, Bulgaria and Romania.

The trading of cross-border lower quality food also occurs between countries in the Eastern bloc countries. Low quality Polish chocolate and other such products are, for example, sold in Slovakia. It wouldn't happen in Denmark!

**(Continued on page 4)**

### **SPEAKING – WARM UP**

Think of three things you know about lower quality food being sold in your country than is sold in another. Go round the room swapping details with others.

### **LISTENING – WRITING - DICTATION**

The teacher will read some lines of the article slowly to the class.

### **READING**

Students should now read the article aloud, swapping readers every paragraph.

### **SPEAKING - UNDERSTANDING**

**1) The article** – Students check any unknown vocabulary or phrases with the teacher.

**2) The article** - Students should look through the article with the teacher.

- 1) What is the article about?
- 2) What do you think about the article?
- 3) Was this an easy or difficult article to understand?
- 4) Was this a boring or interesting article?
- 5) Discuss the article.

**3) Article quiz** - Students quiz each other in pairs. Score a point for each correct answer. Score half a point each time you have to look at the article for help. See who can get the highest score!

#### **Student A questions**

- 1) Name three inferior goods.
- 2) What does 'utter poppycock' mean?
- 3) Name three countries.
- 4) What does 'Ivory Towers' mean?
- 5) Name the former Eastern bloc countries listed in the article.

#### **Student B questions**

- 1) Where is Denmark?
- 2) Where is Slovakia?
- 3) What does 'double standards' mean?
- 4) Who said using cheaper ingredients doesn't affect the taste or quality?
- 5) What does 'the trading of cross-border lower quality food' mean?

**Category: EU / Food / Eastern and Central Europe**  
**Level: Intermediate / Upper Intermediate**

### WRITING / SPEAKING

*In pairs.* On the board write as many words about the '**Low quality foods**' *One-two minutes.* Compare with other teams. Using your words compile a short dialogue together.

### WRITING / SPEAKING

*In pairs* – Think of three low quality foods you might buy in your country that are the same package but of a different higher quality in another country. Write them below. Talk about them!

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_

Add three non-food low quality products you might find in your country that are the same package but of a different higher quality in another country.

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_

### WRITING / SPEAKING – A-Z

*Form a circle - As a class/small groups* – "I went to the supermarket and I bought..." Start with 'A', end with 'Z'!

### DISCUSSION

#### Student A questions

- 1) Did the headline make you want to read the article?
- 2) Have you had any food scandals in your country?
- 3) Why does Coca Cola make its drink with different ingredients in different countries?
- 4) Why might Nescafe gold be made with differently for different countries?
- 5) How can washing powder vary from country to country? Same brand – different ingredients!
- 6) Can you think of three other low quality products that are sold in your country?
- 7) Why are manufacturers allowed to change the ingredients of a product?
- 8) Do you buy lower quality food?
- 9) Where do you buy your food?
- 10) Have you learnt anything today?

### SPEAKING – ROLEPLAY 1

*In groups.* One of you is the interviewer. The others are one of the following people. You are in the *Discussion FM* radio studio in London. Today's interview is about: *Food scandal in Eastern Europe – lower quality than West Europe.*

- 1) Someone from Eastern or Central Europe.
- 2) Someone from West Europe.
- 3) Someone from Asia.
- 4) Someone from North/South/Central America.

*The teacher will choose some groups to roleplay their interview in front of the class.*

### SPEAKING

*Allow 10-15 minutes* – As a class.

**10 different products and brands who are of a lower / higher quality in your country and are the opposite = lower / higher quality in another country**

*Talk about them - Google it all if necessary!*

*The teacher can moderate the session.*

### DISCUSSION

#### Student B questions

- 1) What do you think about what you've read?
- 2) Will the EU now act on the lower quality products sold in Eastern Europe?
- 3) Why are many products in Austria of a higher quality to those sold in Slovakia?
- 4) When did you last eat Belgium pate?
- 5) Where is Belgium?
- 6) Why has the EU failed to act on the issue of lower quality food being sold in Central and Eastern Europe?
- 7) Have you ever tried any Polish chocolate? How was it?
- 8) Do you buy goods in the country next to yours?
- 9) Do the goods in your country vary in quality compared to the country next door?
- 10) Did you like this discussion?

**GAP FILL: READING**

**Food scandal in Eastern Europe – lower quality than West Europe**

Recently a friend suggested I write an English lesson about (1)\_\_\_ food being sold in Central and Eastern Europe. In other words products of lower quality, or the same product - but the contents having lower quality inside the (2)\_\_\_.

How can this be (3)\_\_\_? Believe me it is! I live in Slovakia and I hear this (4)\_\_\_ time and time again from my students and friends.

Many Slovaks like to go to Austria to go shopping. Why? Because food is (5)\_\_\_, and of better (6)\_\_\_.

Anyone shopping in Slovak supermarkets is likely to be sold inferior quality goods, like cheese, washing powder, coffee, milk chocolate, and Coca Cola. In Austria those (7)\_\_\_ products are of a much (8)\_\_\_ quality.

**quality / same / possible / higher / cheaper / inferior / package / story**

Apparently, the EU has investigated the accusation of lower quality food being sold in Eastern Europe. They said there was no (1)\_\_\_ of this. What (2)\_\_\_ (3)\_\_\_!

Those unelected (4)\_\_\_, who sit in their (5)\_\_\_ pension padded EU Ivory Towers in Brussels, eating their Belgium paté, while drinking a glass of French wine, couldn't care less about this (6)\_\_\_ (7)\_\_\_.

Lower quality food is, and has been for years, continually dumped by western companies in the former Eastern (8)\_\_\_ countries of Slovakia, the Czech Republic, Bulgaria and Romania.

The trading of cross-border lower quality food also occurs between countries in the Eastern bloc countries. Low quality Polish chocolate and other such products are, for example, sold in Slovakia. It wouldn't happen in Denmark!

**bloc / bureaucrats / particular / utter / issue / poppycock / luxury / evidence**

**GAP FILL: GRAMMAR**

**Food scandal in Eastern Europe – lower quality than West Europe**

Recently (1)\_\_\_ friend suggested I write (2)\_\_\_ English lesson about inferior food being sold in Central and Eastern Europe. (3)\_\_\_ other words products of lower quality, (4)\_\_\_ the same product - but the contents having lower quality inside the package.

How can this be possible? Believe (5)\_\_\_ (6)\_\_\_ is! I live in Slovakia and (7)\_\_\_ hear this story time and time again from my students and friends.

Many Slovaks like to go to Austria to go shopping. Why? Because food is cheaper, and of better quality.

Anyone shopping in Slovak supermarkets is likely to be sold inferior quality goods, like cheese, washing powder, coffee, milk chocolate, and Coca Cola. In Austria those same products are (8)\_\_\_ a much higher quality.

**in / of / I / me / a / or / an / it**

Apparently, the EU has investigated the accusation of lower quality food being sold in Eastern Europe. They said there was no evidence of this. (1)\_\_\_ utter poppycock!

(2)\_\_\_ unelected bureaucrats, who sit in their luxury pension padded EU Ivory Towers in Brussels, eating their Belgium paté, (3)\_\_\_ drinking a glass of French wine, (4)\_\_\_n't care less about this particular issue.

Lower quality food is, and has been for years, continually dumped by western companies in the former Eastern bloc countries of Slovakia, the Czech Republic, Bulgaria and Romania.

The trading of cross-border lower quality food (5)\_\_\_ occurs between countries in the Eastern bloc countries. Low quality Polish chocolate and (6)\_\_\_ (7)\_\_\_ products are, for example, sold in Slovakia. It (8)\_\_\_n't happen in Denmark!

**those / what / such / while / other / could / also / would**



## GAP FILL: LISTENING

### Food scandal in Eastern Europe – lower quality than West Europe

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\_\_\_\_\_? Believe me it is! I live in Slovakia and I hear this story time and time again from my students and friends.

\_\_\_\_\_ go to Austria to go shopping. Why? Because food is cheaper, and of better quality.

\_\_\_\_\_ Slovak supermarkets is likely to be sold inferior quality goods, like cheese, washing powder, coffee, milk chocolate, and Coca Cola. In Austria those same products are of a much higher quality.

Apparently, the EU has investigated \_\_\_\_\_ lower quality food being sold in Eastern Europe. They said there was no evidence of this. \_\_\_\_\_!

Those \_\_\_\_\_, who sit in their luxury pension padded EU Ivory Towers in Brussels, eating their Belgium paté, while drinking a glass of French wine, couldn't care less about this particular issue.

\_\_\_\_\_ is, and has been for years, continually dumped by western companies in the former Eastern bloc countries of Slovakia, the Czech Republic, Bulgaria and Romania.

The trading of \_\_\_\_\_ quality food also occurs between countries in the Eastern bloc countries. Low quality Polish chocolate and other such products are, for example, sold in Slovakia. It wouldn't \_\_\_\_\_!

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## READING /WRITING/SPELLING

**Continued from page 1** - Large western companies openly admit they use different recipes, supposedly according to consumer preferences.

Some manufacturers have acknowledged they have been using cheaper ingredients for the Eastern markets. They even said that this did not affect the taste or quality. Really?

Clearly there are "double standards" in food and other products being sold in Eastern and Central European countries. What will the EU do about it? Probably nothing! But curved short bananas...

### WRITING

**1) Write down 50 words about: Food scandal in Eastern Europe – lower quality than West Europe.** Your words can be read out in class.

**2) Homework** - Write and send a 200 word email to your teacher about: **Food scandal in Eastern Europe – lower quality than West Europe.** Your email can be read out in class.

### SPELLING

The teacher will ask the class individually to spell the following words that are in the article. Afterwards check your answers.

- 1) recipes
- 2) supposedly
- 3) preferences
- 4) consumer
- 5) manufacturers
- 6) double
- 7) probably
- 8) ingredients
- 9) cheaper
- 10) standards

### SPELLING

Use the following ratings:

**Pass = 12**

**Good = 15**

**Very good = 18**

**Excellent = 20**

- 11) package
- 12) quality
- 13) anyone
- 14) apparently
- 15) poppycock
- 16) evidence
- 17) bureaucrats
- 18) unelected
- 19) particular
- 20) occurs

Food scandal in Eastern Europe... – *10<sup>th</sup> June 2016*