

МИНИСТЕРСТВО СЕЛЬСКОГО ХОЗЯЙСТВА
И ПРОДОВОЛЬСТВИЯ РЕСПУБЛИКИ БЕЛАРУСЬ

ГЛАВНОЕ УПРАВЛЕНИЕ ОБРАЗОВАНИЯ, НАУКИ И КАДРОВ

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И ТРУДОВОГО КРАСНОГО ЗНАМЕНИ
СЕЛЬСКОХОЗЯЙСТВЕННАЯ АКАДЕМИЯ»

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АНГЛИЙСКИЙ ЯЗЫК

AGRICULTURE: PROBLEMS AND ACHIEVEMENTS

*Рекомендовано учебно-методическим объединением
по образованию в области сельского хозяйства
в качестве учебно-методического пособия
для студентов учреждений, обеспечивающих получение
высшего образования II ступени по специальностям
1-74 80 01 Агронмия, 1-74 80 03 Зоотехния*

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Пособие имеет своей целью совершенствование навыков чтения и говорения на основе медиатекстов сельскохозяйственной тематики. Каждый урок содержит разнообразные предтекстовые и послетекстовые упражнения, направленные на развитие лексических и грамматических навыков чтения и разговорной речи на английском языке.

Для студентов учреждений, обеспечивающих получение высшего образования II ступени по специальностям 1-74 80 01 Агрономия, 1-74 80 03 Зоотехния.

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ВВЕДЕНИЕ

Настоящее пособие предназначено для занятий по английскому языку с магистрантами сельскохозяйственного вуза. Пособие подготовлено на материале текстов из журнала “The Economist” и направлено на совершенствование лексических и грамматических навыков, на развитие умений чтения аутентичных текстов по специальности. Материал учебного пособия подобран не только с учетом профессиональных интересов магистрантов, но и с точки зрения его новизны и интереса, что способствует мотивации учащихся и стимулирует их к работе над иностранным языком.

Пособие состоит из двух разделов. Первый раздел включает десять уроков, в каждом из которых содержится статья и задания к ней. Упражнения каждого урока построены на основе лексического и грамматического материала статей и отличаются достаточным разнообразием. Во всех текстах рассматриваются те или иные вопросы сельского хозяйства в разных странах мира. Это может быть обсуждение новых технологий (computerised farming, space technology in agriculture), проблем сельского хозяйства (worker scarcity, food crime), или анализ состояния сельского хозяйства в отдельных странах мира (farming in the Netherlands, Danish agriculture). Перед текстом приводится список новых слов, а также предлагаются упражнения на снятие лексических и грамматических трудностей чтения. Послетекстовые задания включают упражнения на проверку понимания прочитанного, активизацию лексики урока и развитие речевых навыков. Магистрантам также предлагается повторить некоторые наиболее употребительные и важные грамматические явления. В некоторых уроках приводятся небольшие статьи для дополнительного чтения, которые тематически связаны с основным текстом урока.

Во втором разделе (“Text bank”) приводится десять статей из журнала “The Economist” для дополнительного чтения.

Материалы пособия содержат полезную и интересную профессиональную информацию, а также знакомят с лексическими и грамматическими особенностями медиатекстов сельскохозяйственной тематики. Предлагаемые задания ориентируют студентов на получение специальных знаний и предполагают максимальное вовлечение в активный познавательный процесс.

UNIT 1

CATTLE RUSTLING IN SOUTH AFRICA

Words to know before reading

- abattoir** [ˈæbətwa:] – скотобойня, бойня
allegedly [əˈledʒɪdli] – вроде бы, предположительно, якобы
as it is often the case – как это часто бывает
as if – как будто
back and forth – туда и обратно
be around – существовать, иметься
be worth – стоить
bribe – взятка
CCTV camera – камера видеонаблюдения / слежения
criminal-justice system – система уголовного правосудия
dedicated – специально сформированный, предназначенный для определенной цели
deploy – привлекать к оказанию услуг, вводить в эксплуатацию
deterrence [diˈtɛr(ə)n(s)] – средство сдерживания / устрашения
earn a living – зарабатывать себе на жизнь, прокормиться
encircle – окружать, охватывать
heist [haɪst] – ограбление, грабёж со взломом, воровство
jumpsuit [ˈdʒʌmp(s)(j)u:t] – тюремный комбинезон, тюремная роба
keep watch – стоять на вахте, нести дозор
launder [ˈlɔːndə] – эд. ‘отмывать’ (незаконно нажитое)
livelihood – источник заработка, средства к существованию
loss – потеря; потери, убытки
market value – рыночная цена / стоимость
murder [ˈmɜːdə] – убийство
outskirts – окраина, окрестности, предместье
own – обладать, владеть
pilferage [ˈpɪlf(ə)rɪdʒ] – хищение, мелкая кража, воровство
pledge [pledʒ] – пообещать, заверить
poach [pəʊtʃ] – браконьерствовать
prosecution – обвинение, привлечение к ответственности
purloin [pɜːˈlɔɪn] – похищать, заниматься воровством, совершать кражу
quench [kwentʃ] – утолять жажду
rebrand – переименовать, придать новый облик, сменить имидж
run a farm – держать ферму, управлять хозяйством
rustle [rʌs(ə)l] – красть, угонять (скот)

rustler [ˈrʌslə] – конокрад, угонщик скота
sclerotic – закостеневший, неэффективный
silo [ˈsaɪləʊ] – зд. изолировать
smallholder – мелкий фермер / собственник
sophisticated – изощренный
splash – плескаться
steal (stole, stolen) – красть, воровать
stock – скот
swap [swɒp] – сменить, обменять
syndicate – зд. организация гангстеров
theft [θeft] – воровство
thief (pl. thieves) – вор
up from – по сравнению с
victim – жертва

PRE-READING

Ex. 1.1. Translate the following collocations and expressions:

A. 1) livestock theft, 2) poppy fields, 3) farm animals, 4) black market value, 5) the mountain kingdom, 6) livestock syndicate, 7) stock-theft figures, 8) GPS-tagging, 9) command centre;

B. 1) be related to, 2) in the past two years, in recent years, in each of the past two years, 3) on the outskirts, 4) in some places, in different places, 5) five years earlier, 6) a few decades ago, 7) in the meantime, 8) in most cases of theft, 9) in parts of the country, 10) Livestock theft has been around since...;

C. 1) poached rhino horn, 2) economic effect, 3) blue uniforms, 4) orange jumpsuits, 5) private solutions, 6) public-sector problems, 7) local farmers, 8) empty chairs, 9) single incidents, 10) entire livelihoods.

FOCUS ON GRAMMAR

Forms of Comparison

Ex. 1.2. Match the English and Russian equivalents

A

1. Looks as if...	a) более привычный / распространенный
2. up from	b) в два раза больше, чем...
3. twice as much as	c) даже выше
4. even higher	d) делать труднее, усложнять задачу

5. make it harder	e) выглядит так, как будто...;
6. It's like...	f) меньше животных
7. the largest heists	g) по сравнению с...
8. fewer animals	h) самые крупные ограбления
9. more common	i) это похоже на ...; это как...

B

Translate the sentences paying attention to the words in italics.

1. On the map *it looks as if* the farms are covered in poppy fields. 2. In South Africa 218,000 farm animals were taken in 12 months, *up from* 180,000 *five years earlier*. 3. The total loss was worth about \$60m, *twice as much as* the annual black market value of poached rhino horn. 4. Losses this year will be *even higher*, as the economic effects of the pandemic *make it harder* to earn a lawful living. 5. *It's like* laundering cars, but with cows instead of Porsches. 6. The victims of *the largest heists* are white Afrikaners who run big farms. 7. Black smallholders own *fewer animals*. 8. Stealing animals is becoming *more common* and *more sophisticated*.

Passive Constructions

Страдательный залог в английском языке образуется при помощи вспомогательного глагола *to be* в соответствующем времени и причастия прошедшего времени (Participle II) смыслового глагола: *were bought, will be done, has been created, are covered, etc.*

Сказуемые в страдательном залоге на русский язык переводятся разными способами.

1. Сочетанием глагола *быть* и краткой формой причастия страдательного залога: *The temperature of water was raised by heating.* – Температура воды **была поднята** нагреванием.

2. Глаголами, оканчивающимися на *-ся, -сь* со страдательным значением: *Road signs are set to point out the way.* – Дорожные знаки **ставятся** для указания направления.

3. Неопределенно-личным оборотом с глаголом в действительном залоге в 3-м лице множественного числа: *He has been offered the job he wanted.* – Ему **предложили** работу, которую он хотел.

4. Пассивные конструкции с инфинитивом или причастием требуют перестройки фразы и, как правило, переводятся сложным предложением: *The visitors are taken on the tour to see the new hotels.* – Для гостей **организуются** экскурсии, чтобы показать им новые отели.

Ex. 1.3. Translate the sentences paying attention to the Passive Voice.

1. The farms *are covered* in poppy fields. 2. Thousands of farm animals *were taken (stolen)* in 12 months. 3. These special units *are siloed* within the police. 4. The police *were found* taking bribes. 5. The command centres *are funded* by local farmers. 6. Lesotho *is encircled* by South Africa. 7. One-fifth of farm murders in the province *are related to* syndicates.

READING

Ex. 1.4. Look at the title, heading and subheading of the article. What do you expect to read about in the article? Choose from the following:

- animal husbandry in South Africa
- ways to earn a living by smallholders
- farm animals raised in South Africa
- reasons for cattle rustling
- precautions taken against livestock theft
- political system of South Africa
- universities training specialists for agriculture in South Africa

Ex. 1.5. Now look through the article and check whether you were right.

Ex. 1.6. Read the article carefully and answer the questions after the text.

CATTLE RUSTLING IN SOUTH AFRICA

Where's the beef?

BETHLEHEM¹

Stealing animals is becoming more common – and more sophisticated

1. “Livestock theft has been around since Biblical times,” says Herkie Viljoen, a farmer on the outskirts of Bethlehem¹, a suitably named town in the Free State². But in recent years it has reached ungodly proportions. Standing next to a huge map of the province he points to small red circles with black dots that represent stolen animals. In some places it looks as if the farms are covered in poppy fields.

2. In South Africa 218,000 farm animals – cows, sheep or goats – were taken in the 12 months to March, up from 180,000 five years earlier. The

total loss was worth about 900m rand³ (\$60m) in each of the past two years, around twice as much as the annual black market value of poached rhino horn. Losses this year will probably be even higher, as the economic effects of the pandemic make it harder to earn a lawful living.

3. A few decades ago pilferage was “for the pot”. Today 87% of cases involve criminal syndicates, says Willie Clack of the University of South Africa. Gangs act differently in different places. In parts of the Free State² and neighbouring KwaZulu Natal⁴ thieves often load cows onto lorries, then cross into Lesotho⁵. Inside the mountain kingdom, which is encircled by South Africa, syndicates rebrand cattle before taking them back across the border, for sale at auction or to abattoirs. It is like laundering cars, but with cows instead of Porsches.

4. Livestock theft can be seen through a racial lens. The victims of the largest heists in the Free State² are white Afrikaners⁶ who run big farms. Perhaps one-fifth of farm murders in the province – allegedly including the high-profile killing of Brendin Horner, a 21-year-old farm manager, on October 1st – are related to syndicates. Yet the victims in most cases of theft are black smallholders. As they own fewer animals, single incidents can ruin entire livelihoods.

5. Whites and blacks are both victims of a sclerotic criminal-justice system. There are dedicated Stock Theft Units within the police but they are siloed and poorly funded. A lack of arrests and prosecutions means there is “no deterrence”, argues Roy Jankielsohn, the leader of the opposition Democratic Alliance in the Free State. After the murder of Mr Horner, Bheki Cele, the national police minister, pledged that he would investigate livestock syndicates. “I’ve seen the stock-theft figures – it’s hell,” he said, adding that if police were found taking bribes they would have to swap their blue uniforms for orange jumpsuits.

6. In the meantime farmers are protecting themselves. For as is often the case in South Africa, people who can afford to do so are finding private solutions to public-sector problems. Mr Viljoen’s “command centre”, which is funded by 450 local farmers, uses 65,000 CCTV cameras to look for rustlers. Farmers are also deploying drones and GPS-tagging to find purloined stock.

7. Yet such measures can only go so far. After visiting the command centre your correspondent heads to the Caledon river, which marks the border with Lesotho⁵, passing two empty chairs where soldiers are meant to keep watch. Donkeys and cows quench their thirst while children joyfully splash back and forth from one country to another. “You see!” a young boy cries out. “There’s no border!”

The Economist, November 21, 2020

NOTES

¹ **Bethlehem** [ˈbeθliəm] – г. Бетлехем (Оранжевая провинция, ЮАР)

² **Free State** (Orange Free State) – Оранжевая провинция, ЮАР

³ **rand** – рэнд (денежная единица Южно-Африканской Республики)

⁴ **KwaZulu Natal** – Квазулу-Натал (провинция в ЮАР)

⁵ **Lesotho** [leˈsu:tu:] (Kingdom of Lesotho) – Королевство Лесото (государство-анклав в Южной Африке, полностью окруженное территорией Южно-Африканской Республики)

⁶ **Afrikaner** [ˈæfriˈkɑ:nə] – африканер (африкандер), уроженец Южной Африки европейского происхождения

READING AND VOCABULARY COMPREHENSION

Ex. 1.7. Answer the questions about the text.

1. What crime do farmers in South Africa suffer from? Why has it become more common?

2. How are animals usually stolen? Where are they taken to? Why?

3. What happens to the stolen cattle in Lesotho?

4. Who commits these crimes?

5. What farmers usually fall victims to livestock theft?

6. Why is it more difficult for black smallholders to cope with the impact of heists?

7. Why are the police in South Africa ineffective in the fight against livestock syndicates?

8. How are farmers protecting themselves?

NB!

Обратите внимание на метафорическое выражение в заглавии статьи: “*Where’s the beef?*”. Здесь слово ‘*beef*’ не имеет значения ‘говядина’. Популярное выражение “*Where’s the beef?*” появилось в США и Канаде в 1984 г. как рекламный слоган сети ресторанов быстрого обслуживания Wendy’s и сейчас представляет собой универсальный вопрос, который значит “*В чем же суть?*”. Ответ на вопрос, поставленный в начале статьи, находим в последнем абзаце – “*There’s no border!*” (between the Republic of South Africa and Lesotho, which makes trafficking of cattle possible...)

Ex. 1.8. Find in the article the English equivalents for the following Russian phrases.

1) С библейских времен, 2) чудовищные размеры, 3) огромная карта, 4) украденные животные, 5) зарабатывать на жизнь законными способами, 6) преступные группировки, 7) сквозь призму расовых отношений, 8) резонансное убийство, 9) неэффективная (закосневшая) система уголовного правосудия, 10) специально сформированные подразделения по борьбе с воровством скота, 11) похищенный скот, 12) утолять жажду.

Ex. 1.9. Match the beginning and the end of the sentences.

- | | |
|--|--|
| 1. Livestock theft in South Africa has reached | a) are black smallholders. |
| 2. The economic effects of the pandemic make it harder | b) are related to syndicates. |
| 3. Today 87 % of cases involve | c) cattle before taking them back across the border. |
| 4. In Lesotho criminals rebrand | d) criminal syndicates. |
| 5. Cattle are taken back to South Africa | e) for sale at auction or at abattoirs. |
| 6. Thieves load cows | f) GPS-tagging to find purloined stock. |
| 7. White Afrikaners usually | g) on lorries. |
| 8. A lot of farm murders | h) run big farms. |
| 9. The victims in most cases of theft | i) there is no deterrence to crime. |
| 10. A lack of arrests and prosecution means | j) to earn a lawful living. |
| 11. Farmers use CCTV cameras | k) to look for rustlers. |
| 12. Farmers are also deploying drones and | l) ungodly proportions in recent years. |

Ex. 1.10. Match the synonyms.

A. 1) theft, 2) livestock, 3) cattle rustling, 4) gangs, 5) heist, 6) thief, 7) murder, 8) purloined stock, 9) to purloin, 10) mountain kingdom.

B. a) criminal syndicates, b) to steal, c) killing, d) Lesotho, e) pilferage, f) animal stealing, g) cattle, h) rustler, i) stolen animals, j) theft.

Ex. 1.11. Give a summary of the article. Make use of the plan for rendering texts on page 146.

UNIT 2

FOOD CRIME

Words to know before reading

- a la** [ˈɑ:lɔ:] – в духе, в стиле, а-ля, по образцу, на манер
- bargain** [ˈbɑ:gɪn] – купленное по дешевке, выгодная покупка
- bootleg** [ˈbu:tleg] – незаконно производить, тайно торговать
- booze** [bu:z] – спиртное, общее название спиртных напитков
- bread** – зд. обваливать в сухарях, панировать
- cartel** [kɑ:ˈtel] – синдикат, целью которого является раздел рынков и поддержание цен; преступный клан
- corn flakes** – кукурузные хлопья
- counterfeit** [ˈkauntəfɪt] – (*verb*) подделывать; (*adj.*) поддельный, фальшивый, контрафактный
- crook** – вор, жулик, пройдоха, прощелыга, нечестный человек
- dilute** [daiˈl(j)u:t] – разбавлять, разводить (жидкость)
- diversify** [daiˈvɜ:sɪfaɪ] – вкладывать (капитал) в различные отрасли
- draw** (drew, drawn) **attention** – привлекать внимание
- enemy** (pl. enemies) – враг
- flake** – зд. разделать на мелкие куски
- flash in the pan** – неудачная попытка, краткосрочный успех, мимолетная удача
- fraud** [frɔ:d] – мошенничество, подделка, фальсификация
- freight** [freɪt] – груз, кладь
- fry** [fraɪ] – жарить
- hawk** [hɔ:k] – продавать продукты (одежду, сувениры) проезжающим, расположившись вдоль дороги; назойливо предлагать, навязывать
- humdrum** [ˈhʌmdrʌm] – банальный, скучный
- junkie** [ˈdʒʌŋki] – наркоман, торговец наркотиками
- mislabel** – неправильно маркировать
- offence** – правонарушение, проступок
- officer** – зд. должностное лицо, чиновник, служащий
- revive** [rɪˈvaɪv] – возрождаться, воскресать, расцветать
- rip off** – незаконно пользоваться, красть, совершать плагиат
- scam** – афера, мошенничество, махинация, авантюра
- slash** – резко сократить (денежные средства)
- sleep with the fishes** – кормить рыб (умереть), отправиться на тот свет
- smuggle** – провозить контрабандой, тайно провозить

snare [sneə] – поймать в западню, заманить в ловушку

spot – обнаруживать, выслеживать, заметить

substitute [ˈsʌbstɪtju:t] – заменять, подменять, использовать вместо

PRE-READING

Ex. 2.1. Translate the following phrases and collocations.

A. 1) food fraud database, 2) trading standard officers, 3) sugar syrup, 4) rice bandits, 5) beer smuggling, 6) fake food products, 7) intellectual property theft, 8) food-law consultancy, 9) passenger checks, 10) border police, 11) food crime, 12) consumer goods, 13) long-grain rice, 14) food-supply networks, 15) police agency

B. 1) jars of honey, 2) cheap (pricey) species of white fish, 3) expensive olive oil, 4) low-cost soybean oil, 5) counterfeit washing powder, 6) the ancient crime of bootlegging alcohol, 7) truckloads of cheap beer, 8) cans and bottles of beer on sale, 9) all-party parliamentary beer group, 10) a brand of crime, 11) reports of food fraud, 12) fears about safety, 13) other forms of offence, 14) cuts to local governments.

Ex. 2.2. Translate the phrases paying attention to the words in bold.

former – (*adj.*) бывший

the former – (*noun*) первый (из двух названных)

1) ..., says Gary Copson, *a former* detective. 2) Some crooks who *once* focused on drugs have switched to food, says Chris Vansteenkiste of Euro-pol, partly thanks to the falling profitability of *the former*.

criminal – (*noun*) преступник; **criminal** – (*adj.*) преступный

1) The scale and organisation required to produce fake food points to *criminal* groups. 2) For some intellectual-property theft, such as ripping off DVDs, *criminals* might face ten years in prison.

duty – долг, обязанность; **duty** – налог, пошлина

1) *Criminal* gangs import truckloads of cheap beer from places such as Belgium and sell it to small retailers without paying *duty*. 2) ... border police had given priority to passenger checks over other *duties*, including examining freight for illicit goods.

be likely – вероятно; по всей вероятности, иметь свойство

be less likely – менее вероятно, едва ли, вряд ли

be more likely – с большей степенью вероятности, вероятнее всего

1) Today gangsters *are more likely to mislabel* the fishes and sell them at a profit. 2) *Criminals are less likely to be caught* in any case. 3) If there are no fears about safety, he reckons that six months (in prison) *is more likely* (to be the punishment) for crimes involving food. 4) The Metropolitan Police, who deal with much of Britain's organized crime, *are less likely to investigate* food crime than other kinds of offence.

FOCUS ON GRAMMAR

Different functions of the word 'that'

1. Указательное местоимение. В этом случае оно всегда стоит перед существительным и на русский язык переводится соответствующими указательными местоимениями: *that, this, that* и т. д.: *Take **that** book on the table, please.*

2. Союз, вводящий придаточное предложение. На русский язык переводится соответствующими союзами: *что, чтобы*: *The economists know **that** the danger of a new world economic crisis still exists. – Экономисты знают, **что** угроза мирового экономического кризиса все еще существует.*

3. Союзное слово, вводящее придаточное определительное предложение. На русский язык переводится соответствующими союзными словами: *который, которая* и т. д.: *The product **that** was tested previous month has been successfully launched recently. – Продукт, **который** прошел испытание в прошлом месяце, был недавно удачно запущен в производство.*

4. Слово-заместитель, которое употребляется вместо существительного или группы слов, упомянутых раньше (**that** для единственного числа, **those** для множественного числа). На русский язык переводится существительным или соответствующим личным или относительным местоимением, либо совсем не переводится. *The development of monopoly in the British Empire proceeded differently from **that** in other countries. Развитие монополий в Британской империи отличалось от развития монополий в других странах.*

Ex. 2.3. Translate the sentences paying attention to the function of the words *that / those*.

1) Trading standards officers spotted nearly 2,500 jars of honey **that** contained nothing but sugar syrup. 2) The operation **that** caught the rice bandits also snared a lorry carrying over 17,000 litres of fake vodka worth

£1m (\$1.7m). 3) The authorities estimate **that** beer smuggling costs the country around £500m a year. 4) **That** year the police received 49 reports of food fraud. 5) Penalties for hawking counterfeit biscuits are considerably lighter than **those** for smuggling drugs or guns. 6) Mr Copson, a former detective, compares Britain's approach unfavourably with **that of** the Netherlands. 7) Cuts to local government mean **that** the number of trading-standards officers is dropping.

READING

Ex. 2.4. Look through the article and find what crimes gangsters commit with food. Complete the chart.

Foodstuff	Food Crime
<i>fish</i>	<i>mislabel it and sell at a profit</i>
<i>long-grain rice</i>	
<i>honey</i>	
<i>white fish</i>	
<i>olive oil</i>	
<i>alcohol: vodka beer</i>	
<i>biscuits</i>	
<i>meat</i>	

Ex. 2.5. Now read the article carefully and answer the questions after the text.

FOOD CRIME

A la cartel

Organised gangs have a growing appetite for food crime

1. Gangsters used to send their enemies to sleep with the fishes. Today they are more likely to mislabel the fishes and sell them at a profit. Organised criminals who have long trafficked drugs are diversifying into humdrum areas of commerce – particularly food, booze and cheap consumer goods.

2. The horsemeat scandal¹ last year drew attention to food fraud. Such scams are not unusual. Some 22 tonnes of long-grain rice being sold as pricier Basmati² were recently seized as part of an operation led by Interpol³ and Europol⁴, respectively the world's and Europe's police agencies. In Worthing⁵, in Sussex⁶, trading standards officers spotted nearly 2,500 jars of

honey that contained nothing but sugar syrup. Another scam, involving substituting a cheap species of white fish for a pricey one, is hard to spot once the fish has been flaked, breaded and fried. Others dilute expensive olive oil with low-cost soyabean oil. Criminals even sell counterfeit washing powder.

3. The ancient crime of bootlegging alcohol is reviving, too. The operation that caught the rice bandits also snared a lorry carrying over 17,000 litres of fake vodka worth £1m (\$1.7m). That was probably not an isolated shipment. Criminal gangs import truckloads of cheap beer from places such as Belgium⁷ and sell it to small retailers without paying duty. HM Revenue and Customs⁸ estimates that beer smuggling costs the Treasury⁹ around £500m a year. Duty has not been paid on at least one in ten, and possibly one in five, of all cans and bottles of beer on sale in Britain, thinks the all-party parliamentary beer group.

4. This brand of crime is growing. In 2007 the Food Standards Agency¹⁰ set up a food-fraud database. That year it received 49 reports of food fraud. In 2013 it received 1,538. The scale and organisation required to produce fake food points to criminal groups. And this is no flash in the pan, reckons Huw Watkins of the Intellectual Property Office¹¹. Gangs are investing heavily in the machinery, raw materials and labour necessary to make fake food products.

5. Some crooks who once focused on drugs have switched to food, says Chris Vansteenkiste of Europol, partly thanks to the falling profitability of the former. The proportion of Britons¹² reporting having taken drugs in the past year dropped from 11 % in 1996 to 8 % in 2012. Not everyone is a junkie, but everyone buys food and drink. Stagnant wages and unusually high inflation since the financial crisis have increased people's hunger for bargains.

6. Perhaps most important for crooks, humdrum crime is safer. Penalties for hawking counterfeit biscuits are considerably lighter than those for smuggling drugs or guns. For some intellectual-property theft, such as ripping off DVDs, criminals might face ten years in prison, says Stuart Shotton of FoodChain Europe, a food-law consultancy. If there are no fears about safety, he reckons that six months is more likely for crimes involving food.

7. Criminals are less likely to be caught in any case. The Metropolitan Police¹³, who deal with much of Britain's organized crime, are less likely to investigate food crime than other kinds of offence, says Gary Copson, a former detective. Mr Copson, who was involved in a review of Britain's

food-supply networks ordered by the government after the horsemeat affair¹, compares Britain's approach unfavourably with that of the Netherlands. The Dutch¹⁴ have a unit of 110 staff dedicated to investigating food crime; Britain has none.

8. Meanwhile, other controls weaken. In December another parliamentary group, the public accounts committee¹⁵, noted that border police had given priority to passenger checks over other duties, including examining freight for illicit goods. Cuts to local government mean that the number of trading-standards officers is dropping. Worcester¹⁶ County Council¹⁷ proposes to slash spending on trading standards by 80 % over the next three years. Britons can expect more corn fakes for breakfast.

The Economist, March 15th, 2014

NOTES

¹ **horsemeat scandal / horsemeat affair** – скандал, разразившийся во многих европейских странах в 2013 г. Тогда было обнаружено, что многие мясные продукты и замороженные полуфабрикаты из говядины на самом деле содержали конское мясо. В некоторых случаях, продукты, рекламируемые как сделанные из говядины, на 100% состояли из конины.

² **Basmati** – рис сорта Басмати, разновидность ароматного риса с мелкими длинными зёрнами

³ **Interpol** – Интерпол (International Criminal Police Organization / Международная организация уголовной полиции)

⁴ **Europol** – Европол (Европейское полицейское ведомство / Полицейская служба ЕС, начала работу в январе 1994 г.)

⁵ **Worthing** – г. Уэртинг

⁶ **Sussex** [ˈsʌsɪks] – Суссекс, графство Англии

⁷ **Belgium** [ˈbeldʒəm] – Бельгия

⁸ **HM Revenue and Customs** – Налогово-таможенная служба ее Величества (HM = Her Majesty) / Управление по налогам и таможенным пошлинам Великобритании

⁹ **Treasury** [ˈtrez(ə)rɪ] – Министерство финансов Великобритании

¹⁰ **Food Standards Agency** – Британское агентство по стандартизации продуктов питания

¹¹ **Intellectual Property Office** – Ведомство по охране прав в области интеллектуальной собственности (Великобритания)

¹² **Britons** – британцы

- ¹³ **Metropolitan Police** – полиция большого Лондона
¹⁴ **the Dutch** [dʌʃ] – голландцы, нидерландцы
¹⁵ **public accounts committee** – комитет по бюджетному контролю / по контролю за расходованием государственных средств (парламентский комитет Великобритании)
¹⁶ **Worcester** [ˈwʊstə] – г. Вустер
¹⁷ **County Council** – совет графства

READING AND VOCABULARY COMPREHENSION

Ex. 2.6. Answer the questions about the text.

1. What changes happen in the business of organized crime in Britain?
2. What crimes involving food are mentioned in the article?
3. Why is production of fake food growing? Name all the reasons given in the article.
4. Why aren't the Britain's police very effective in tackling food crime?

NB!

Обратите внимание на игру слов в предложении “*Britons can expect more **corn fakes** for breakfast.*”, которая построена на созвучии слов ‘*flakes*’ (хлопья) и *fakes* (фальсификат, подделка).

Ex. 2.7. Match the adjectives with the nouns, translate the word combinations.

- a) stagnant, high, humdrum, criminal, parliamentary, illicit, isolated, small, falling, fake, counterfeit
- b) crime, goods, biscuits, retailers, wages, gang, vodka, profitability, group, shipment, inflation

Ex. 2.8. Divide the words into groups of synonyms.

- 1) alcohol, 2) hawk, 3) criminal, 4) drink, 5) cut, 6) vodka, 7) cheap, 8) commerce, 9) pricey, 10) scam, 11) counterfeit, 12) bootlegging, 13) fake, 14) offence, 15) crook, 16) expensive, 17) bandit, 18) sell, 19) affair, 20) slash, 21) low-cost, 22) smuggling, 23) trading, 24) traffic, 25) crime, 26) smuggle, 27) make, 28) scandal, 29) produce, 30) booze, 31) fraud, 32) beer.

Ex. 2.9. Fill in the gaps with the prepositions.

- | | |
|--|---|
| 1) sell ___ a profit | 9) ten years ___ prison |
| 2) an operation led ___ Interpol | 10) deal ___ organized crime |
| 3) pay duty ___ beer | 11) dedicated ___ investigating
food crime |
| 4) reports ___ food fraud | 12) give priority ___ passenger
checks |
| 5) invest ___ raw material | 13) examine freight ___ illicit
goods |
| 6) hunger ___ bargains | |
| 7) fears ___ safety | |
| 8) penalties ___ smuggling
drugs and guns | |

Ex. 2.10 . What do these numbers refer to in the article?

- 1) 2,500; 2) 17,000; 3) 500; 4) 49 → 1,538; 5) 11 → 8; 6) 110; 7) 80

Ex. 2.11. Give a summary of the article. Make use of the plan for rendering texts on page 146.

UNIT 3

FISH-SMUGGLING

Words to know before reading

allow [ə'laʊ] – разрешать

attempt [ə'tem(p)t] – попытка

be after – охотиться за, стараться получить, нацеливаться на

boon – благо

bout [baʊt] **of activity** – активизация деятельности

catch (caught, caught) – ловить, поймать

catch [kæʃ] – улов, добыча

char [ʃɑ:] – голец

cod – треска

consumption [kən'sʌm(p)ʃ(ə)n] – потребление

deplete [di'pli:t] – истощать, опустошать, уменьшать

deter [di'tɜ:] – противодействовать, отгвадить

evade [i'veid] – избегать, уклоняться от (чего), уйти от

fillet [ˈfilit] – филе, вырезка

fine – штраф

flow [fləʊ] – поток, наплыв

laden with – нагруженный, заполненный (чем)

piscine [ˈpɪsain] – рыбный, рыбий
precious [ˈpreʃəs] – благородный, заповедный, драгоценный
prejudice [ˈpreʤʊdɪs] – предрассудок
pristine [ˈprɪstɪ:n] – девственно чистый, неиспорченный
prosecutor [ˈprɒsɪkjʊ:tə] – обвинитель, работник прокуратуры
racket – обман, мошенничество, жульническое предприятие, афера
raise money – з.д. заработать деньги
refuse [rɪˈfju:z] – отказываться
salmon [ˈsæmən] – лосось
scoundrel [ˈskaʊndrəl] – негодяй, мошенник, жулик, мерзавец
seize [si:z] – захватывать
set a limit – ограничить, установить лимит
smell fishy – выглядеть подозрительным, вызывать подозрение
smuggle [smʌgl] – провозить контрабандой, заниматься контрабандой
smuggler – контрабандист
smuggling – незаконный ввоз или вывоз, провоз контрабанды
spot-checks – выборочные проверки
strain – злоупотреблять, напрягать, деформировать
suggest [səˈdʒest] – з.д. означать
trawl [trɔ:l] – трал, траловая сеть, донный невод
trout [traʊt] – форель
vehicle [ˈvi:ɪkl] – автомобиль, транспортное средство

PRE-READING

Ex. 3.1. Match the English words with their Russian equivalents.

- | | |
|--------------------------------|------------------------------|
| 1. hitherto [hiðəˈtu:] | a) а не |
| 2. increasingly [ɪnˈkri:siŋli] | b) в два раза больше |
| 3. mainly | c) все больше и больше |
| 4. not counted | d) главным образом |
| 5. rather than | e) довольно, достаточно |
| 6. double that | f) не в счет, не учитывается |
| 7. simply | g) пока еще, до сих пор |
| 8. also | h) просто |
| 9. already | i) также |
| 10. enough [ɪˈnʌf] | j) уже |

Ex. 3.2. Supply the sentences with the English equivalents of the words in Russian. Use the words from Ex. 3.1.

1. Is the water warm (достаточно) for you?
2. People are becoming (все больше) aware of this problem.
3. It sold 3,000 copies, (в два раза больше) of US sales.
4. Hurry up, we're (уже) late.
5. All this is in addition to housework, which is (не учитывается).
6. But these measures (просто) cannot work alone.
7. The workforce is (главным образом) made up of women.
8. This is a species of fish (пока еще) unknown in the West.
9. I chose to learn German (а не) French.
10. She sings beautifully and (также) plays the flute and piano.

Ex. 3.3. Practise the pronunciation of the following words. Guess what they mean.

archipelago [ˈ

persuade me but I would not listen to him. – Он старался убедить меня, но я не хотел его слушать.

4. **Would** употребляется для выражения повторного действия в прошлом. Переводится словом *бывало*. В этом случае глагол **would** приближается по значению к **used to**. *He would sit for hours on the shore and (would) look at the sea. – Он бывало сидел часами на берегу и смотрел на море.*

5. **Would** употребляется для выражения просьбы. *Would you tell me the time, please? – Будьте добры сказать мне, который час?*

6. **Would** в значении предположения переводится на русский язык словом *вероятно*. *The people who live in that remote place would not be the only ones to expect a change. – Люди, живущие в этом отдаленном районе, вероятно, не единственные, кто ожидает перемен.*

Ex. 3.5. Translate the sentences. Mind the functions on the verb would.

1. The idea *would* be to raise money while deterring those tourists who strain infrastructure but spend no money. 2. He *would* work on his design for hours. 3. They *would have done* it if they had obtained the necessary equipment. 4. *Would* you mind passing me the salt? 5. I asked him several times to give up smoking, but he *wouldn't*. 6. On hot summer days he *would* take a boat and go up the river. 7. He said he *would be* very glad to see us. 8. She *would buy* the car if she had more money. 9. If I had taken the medicine yesterday, I *would be* well now. 10. The government officials *would not disclose* when the president's jet *would* arrive or where he *would* go.

READING

Ex. 3.6. Look through the article and find answer to the question: *Why are local residents of fishing areas in Norway annoyed with the tourists?*

Ex. 3.7. Now read the article carefully and answer the questions after the text.

FISH-SMUGGLING

Cod awful

OSLO¹

Norway has had its fillet of fish-smugglers

1. At most international borders the authorities look for anything they think smells fishy: drugs, weapons, cigarettes or alcohol. In Norway they also look for fish. This summer, Norwegians are worrying that tourists are

depleting their crystal-clear waters and smuggling their catch out of the country.

2. Popular prejudice says that the typical fish-smuggler is a beer-bellied German. But new statistics show that Ukrainians, Czechs, Poles, Lithuanians and Belgians are the true scoundrels. Border guards seized eight tonnes of illegal catch from vehicles driven by people from those countries in the first six months of this year.

3. Visitors to Norway are allowed to take home 10kg of their catch (salmon, trout and char are not counted), and double that if they fish with a licensed tourist company. The current bout of *turistfisk* activity, as the phenomenon is known, suggests many are going far past that limit. In recent weeks officials have caught dozens of cars and motorhomes laden sometimes with 100kg or more of fish, mainly cod.

4. Officials refuse to be drawn on whether the smugglers are simply enthusiastic holidaymakers, or part of a bigger racket. But the fact that some of those caught in the trawl have been exporting fillets ready for consumption rather than fresh fish suggests they may be organised, and are trying to evade Norway's systems of licences and controls for commercial fishing.

5. In an attempt to stop the piscine flow, spot-checks have increased, says Geir Pollestad, a Centre Party **MP**² and chairman of the Norwegian parliament's committee for business and industry. Prosecutors have also doubled the fines for smuggling.

6. Norwegians increasingly see tourists as a problem, not a boon. Cruise ships bring thousands to tiny villages at the heads of hitherto pristine fjords. Nusfjord³, in the northern archipelago of Lofoten⁴, has already set a limit of two tourist coaches a day. "We've had enough of people coming here and leaving nothing but shit and pollution," says one resident. A growing number of politicians support a tourist tax. The idea would be to raise money while deterring those tourists who strain infrastructure but spend no money. Now that tourists are after precious Norwegian fish, perhaps parliament will bite.

The Economist, August 10th 2019

NOTES

¹ **Oslo** – г. Осло (столица Норвегии)

² **MP** = Member of Parliament – член парламента

³ **Nusfjord** – рыболовный центр, старейшая норвежская рыбацкая деревня на Лофотенских островах

⁴ **Lofoten** – Лофотенские острова, архипелаг в Норвежском море у северо-западного побережья Норвегии

READING AND VOCABULARY COMPREHENSION

Ex. 3.8. Answer the questions about the text.

1. What things are usually smuggled across the border?
2. What is usually smuggled out of Norway?
3. Who is smuggling fish out of Norway?
4. How much fish are visitors to Norway allowed to take home?
5. What fish is usually taken out?
6. How much fish are tourists try to load their vehicles with?
7. How much fish did border guards seize in the first six months of 2019?
8. What facts suggest that fish smuggling can be an organized criminal enterprise?
9. What measures are taken by the authorities in Norway to stop fish-smuggling? Name all of them.

NB!

Обратите внимание на метафорическое использование тематической лексики. В названии статьи '*Cod awful*' узнается прилагательное '*god-awful*' = '*богомерзкий, отвратительный, ужасный, безобразный*', в котором, однако, элемент '*god*' заменен на созвучное слово '*cod*' = '*треска*'. Таким образом достигается двойная актуализация смысла. Как и в подзаголовке '*Norway has had its fillet of fish-smugglers*', где слово *fillet* (филе) имеет другое, ироничное значение '*сливки, элита*', как будто у Норвегии есть некие 'избранные мошенники', занимающиеся контрабандой рыбы. Метафорическое использование тематической лексики находим также в выражении '*smell fishy*' = '*вызывать подозрение, не вызывать доверия*', в причастном обороте '*some of those (= holidaymakers) caught in the trawl*', (здесь речь идет об отдыхающих, которые *попали в сети*, т.е. которых разоблачили при проверке), а также в предложении '*Now that tourists are after precious Norwegian fish, perhaps parliament will bite.*' (если речь идет о спасении ценной рыбы, 'возможно, парламент *клюнет / сглотнет наживку*, т.е. отреагирует должным образом).

Ex. 3.9. Complete the sentences with the words below.

<i>100 kg of fish</i>	<i>finer for smuggling</i>	<i>tourist coaches</i>
<i>beer-bellied Germans</i>	<i>20 kg of their catch</i>	<i>tourist tax</i>
<i>spot-checks</i>	<i>crystal-clear waters</i>	
<i>cod</i>	<i>boon</i>	

1. Norwegians increasingly see tourists as a problem, not a _____ .
2. Norwegians are worrying that tourists are depleting their _____ .
3. New statistics show that typical fish-smugglers are not _____ .
4. If tourists fish with a licensed tourist company they can take home _____ .
5. Cars and motorhomes are sometimes laden with _____ .
6. Tourists try to smuggle mainly _____ .
7. To stop the piscine flow border guards have increased _____ .
8. Prosecutors have also doubled the _____ .
9. Some fishing villages have already set a limit of two _____ a day.
10. A growing number of politicians support a _____ .

Ex. 3.10. Find in the article the English equivalents of the following Russian expressions.

1) Международная граница, 2) кристально-чистые воды, 3) широко распространенное заблуждение, 4) настоящие проходимцы (мошеники), 5) пограничники, 6) незаконный улов рыбы, 7) лицензированная туристическая компания, 8) за последние недели, 9) восторженные отдыхающие, 10) филе, готовое к употреблению, 11) свежая рыба, 12) промышленное рыболовство, 13) рыбный поток, 14) в два раза больше, 15) комитет по торгово-промышленной деятельности, 16) круизный лайнер / экскурсионное судно, 17) девственно-чистые фьорды, 18) туристический автобус, 19) туристический налог, 20) ценная рыба.

Ex. 3.11. Give a summary of the article. Make use of the plan for rendering texts on page 146.

UNIT 4

FEEDING SINGAPORE

Words to know before reading

airlock [ˈeələk] – тамбур, воздушная разделительная камера

be delighted [di ˈlaɪtɪd] – быть в восторге / в восхищении

be in sight [saɪt] – быть в поле зрения, быть видимым

boost productivity – поднимать / стимулировать продуктивность

cast a glow – отбрасывать зарево

chard [tʃɑ:d] – листовая свекла, мангольд

coax [kəʊks] – терпеливо добиваться, убеждать, заставить
disease outbreak – вспышка эпидемии
disruption – сбой в работе
electromagnetic spectrum – спектр электромагнитного излучения, шкала электромагнитных волн
emit – излучать, выпускать, выделять
escort – препровождать, сопровождать
evenly spaced – находящийся на равных расстояниях
fluctuation [ˈflʌktʃuˈeɪʃən] – колебание, изменение
food availability – наличие продовольствия
food situation – продовольственное положение
hymn [hɪm] – гимн
idle space [aɪdl] – пустое / пустующее пространство
input – исходный компонент, вводимый ресурс, фактор производства
kale – капуста листовая
LED lights – светодиодные лампы
lettuce [ˈletɪs] – салат-латук
outfit – предприятие, учреждение, компания, организация
pledge [pledʒ] – обязать, пообещать, дать торжественное обещание
plum [plu:m] – султан (форма соцветия), хохолок, перо
R&D = research and development – научно-исследовательская работа
rack – стойка, стеллаж
reward [rɪˈwɔ:d] – премия, вознаграждение, награда
sorrel [ˈsɔrəl] – щавель
speck (of smth) – пятнышко, крупица, мизерное количество
spooked – напуганный
spur [spɜ:] – подстегивать, инициировать ускорение / развитие
stack – складывать в штабель, штабелевать
substrate [ˈsʌbstreɪt] – субстрат, подпочва
thumbprint [ˈθʌmprɪnt] – отпечаток большого пальца
tinker – колдовать, возиться, экспериментировать
tray – поддон, неглубокий ящик, лоток
unlike – в отличие от
virtually [ˈvɜ:ʃuəli] – фактически, практически
vulnerable [ˈvʌlnərəbl] – уязвимый
warehouse [ˈweəhaʊs] – склад
yield [ji:ld] – приносить урожай, уродить

PRE-READING

Ex. 4.1. Translate the phrases paying attention to the words in italics.

snake – (n.) змея

snake – (v.) извиваться, виться, змеиться

1. The *snake* lifted its head and hissed. 2. Cables *snake* across the racks and ceilings, like an electrical root system.

plant – (n.) растение; **plant** – (v.) сажать

plant – (n.) завод

1. They built a large *plant* to manufacture automobiles. 2. The *plant* has furry leaves. 3. My friend *plants* a lot of flowers. 4. *Plants* can absorb electromagnetic spectrum. 5. The greens are *planted* in a substrate.

mushroom – (n.) гриб; **mushroom** – (v.) собирать грибы

mushroom – (v.) быстро распространяться

1. He goes *mushrooming* in the spring every year. 2. We always buy *mushrooms* in this store. 3. Look closely and you can see farms *mushrooming* across the city-state.

crop – (n.) сельскохозяйственная / выращиваемая культура

crop – (n.) поколение

1. To see his *crops*, visitors are escorted to the farm. 2. They are a new *crop* of entrepreneurs. 3. Tobacco is their main *crop*.

sprout [spraʊt] – (n.) отросток, побег, росток; **sprout** – (v.) проращивать (семена), прорасти, пускать ростки

sprout – (v.) появляться, возникать

1. Potatoes will *sprout* in the bags if kept in a warm place. 2. Since 2014, 31 commercial urban farms have *sprouted*. 3. In any case, the green *sprout* chops up the concrete. 4. They say the *sprout* of a potato is poisonous.

Ex. 4.2. Translate the following collocations and expressions.

A. 1) government subsidies, 2) rooftop farmers, 3) indoor farmers, indoor kale farmer, 4) office building, 5) root system, 6) LED lights, 7) city-state, 8) car parks, 9) food availability, 10) climate change, 11) disease outbreak, 12) global food situation, 13) a UN outfit;

B. 1) to unlock a door with a thumbprint, 2) to lose a generation of farmers, 3) to boost productivity, 4) to spur research, 5) to help farmers

grow more, 6) to rent the roofs, 7) to receive help, 8) to maximise space, 9) to stack trays / plants;

C. 1) evenly spaced kale and lettuce, 2) floor-to-ceiling racks, 3) commercial farming, 4) a land-scarce city, 5) a former prison, 6) idle space, 7) commercial urban farms, 8) global markets for food, 9) free and plentiful input, 10) greater control of the environment, 11) frequent and bountiful harvests.

Ex. 4.3. In the article there are quite a few phrasal verbs and idiomatic expressions. Study them, and then translate the sentences below the list of the verbs and collocations.

allow for – создавать возможность для, позволять осуществлять / обеспечивать

bet (bet, bet) **on** – очень рассчитывать на что-л., делать ставку на, быть уверенным в

bear (bore, born) **fruit** – приносить плоды, окупаться

break (broke, broken) **even** – покрыть расходы, достигнуть уровня безубыточности, работать на основе самоокупаемости

bring (brought, brought) **about** – способствовать, вызывать что-л.

come (came, come) **cheap** – не требовать огромных вливаний / больших расходов, обходиться / стоить недорого

credit smb with – приписывать, ставить в заслугу, наделять

phase out – постепенно прекращать, свернуть, ликвидировать

put (put, put) **the money where one's mouth is** – (идиоматическое выражение) доказывать делом, а не словом; отвечать за свои слова; подкреплять слова делами; действовать вместо того, чтобы говорить

set (set, set) **aside** – приберегать, оставлять, отводить, выделять

1. Today just 720 square kilometres of land, less than 1 % of Singapore, *is set aside* for farms. 2. Commercial farming in the land-scarce city *was phased out* in the 1970s and 1980s. 3. Fluctuations in our food availability *are brought about* by climate change, disease outbreaks and global food situations. 4. Mr Swan, the indoor kale farmer, *credits the government with* helping to fund his company's R&D and introducing him to investors. 5. The technology *does not come cheap*, but it *allows for* more frequent and bountiful harvests. 6. His farm started production in 2015 and *broke even* for the first time in 2018. 7. The government of Singapore *has put its money where its mouth is*. 8. Entrepreneurs *are betting on* rewards from finding idle spaces. 9. His labours *are bearing fruit*.

FOCUS ON GRAMMAR

Different functions of the verb 'to do'

1. Полнозначное слово. Имеет значение 'совершить, сделать, выполнить', e.g. 'He **does** this work every day.' – 'Он **делает** эту работу каждый день.'

2. Вспомогательный глагол, употребляется для образования вопросительной и отрицательной формы Present & Past Indefinite, e.g. 'We **don't like** this music.' – 'Нам **не нравится** эта музыка.'; 'Did they **write** the letter?' – 'Они **написали** письмо?'

3. Слово-заместитель. Заменяет смысловой глагол во избежание повторения ранее упомянутого глагола или целого предложения. В этом случае переводится соответствующим глаголом, предложением, либо не переводится вообще.

e.g. 'Did he **know** that such an arrangement existed? His answer yesterday clearly implied that he **did**.' – 'Знал ли он, что существует такая договоренность? Из его ответа вчера можно было ясно понять, что **знал**.'

4. Эмфатический глагол. Формы **do, does, did**

а) подчеркивают факт совершения или усиливают значение действия, выраженного глаголом-сказуемым в утвердительной форме; на русском языке в этом случае эмоционально-усилительное значение передается словами *именно, действительно, все-таки, же, ведь* и т.п., e.g. 'This type of conveyor **does facilitate** the loading.' – 'Этот тип конвейера **действительно облегчает** погрузочные работы.'

в) подчеркивают побуждение к действию или просьбу в повелительном наклонении, e.g. '**Do sit down**, please.' – '**Садитесь же**, пожалуйста.'

Ex. 4.4. Translate the following sentences from the articles paying attention to the verb 'to do'.

1. The technology *does not come* cheap, but it *does allow for* more frequent and bountiful harvests. 2. Europe mandates nicer conditions for chickens than America *does*. 3. Britain holds its farmers to higher animal-welfare standards than Europe *does*. 4. If a trade deal *does bring* cheap American meat to Britain farmers will struggle to compete.

READING

Ex. 4.5. Look through the article and find paragraphs which explain the subheading “Government subsidies make excellent fertilizer.”

Ex. 4.6. Now read the article carefully and answer the questions after the text.

FEEDING SINGAPORE

The rise of the rooftop farmer

SINGAPORE¹

Government subsidies make excellent fertilizer

1. Benjamin Swan’s farm is on the fourth floor of an office building in an industrial part of Singapore. To see his crops, visitors are escorted past a door unlocked with a thumbprint and through an airlock. (“Our air is certified,” says an assistant.) Room after room is filled with plumes of kale and lettuce, evenly spaced on long trays stacked in floor-to-ceiling racks. Cables snake across the racks and ceilings, like an electrical root system. LED lights, designed to emit only the part of the electromagnetic spectrum that plants can absorb, cast a purple glow. The greens are planted in a substrate – not a speck of soil is in sight.

2. Singapore is a hymn to concrete and metal. But look closely and you can see farms mushrooming across the city-state: on the roofs of malls and car parks, in schools, warehouses and even the site of a former prison. This is new. Commercial farming in the land-scarce city was phased out in the 1970s and 1980s. “Unlike virtually any other country on earth, Singapore has lost a generation of farmers,” says Bradley Busetto of the Global Centre for Technology, Innovation and Sustainable Agriculture, a UN outfit based in Singapore. Today just 720 square kilometres of land, less than 1 % of Singapore, is set aside for farms. But a new crop of entrepreneurs are betting on rewards from finding idle spaces where lettuces may be coaxed to life. Since 2014, 31 commercial urban farms have sprouted.

3. The government is delighted. Singapore imports more than 90 % of its food. It is “extremely vulnerable to fluctuations in our food availability that may be brought about by climate change, disease outbreaks and global food situations,” says Low Li Ping of the Singapore Food Agency². In 2019 the government said the country should produce 30 % of its food by 2030.

4. It has put its money where its mouth is. Before the pandemic the government had pledged S\$207m³ (\$149m) to help farmers boost productivity

and to spur research. In April the government, spooked by the pandemic's (small) disruptions to global markets for food, promised an extra S\$30m to help farmers grow more in the next six to 24 months, and invited urban farmers to apply to rent the roofs of nine government owned car parks. Mr Swan, the indoor kale farmer, credits the government with helping to fund his company's R&D and introducing him to investors.

5. Such help is gratefully received. Farming in the city can be expensive. Property and labour are costly. To maximise space, farmers stack plants. Some go inside, which means losing a free and plentiful input – the sun – but allows greater control of the environment. “Every room is its own climate,” says Sven Yeo of Archisen, an indoor farm that tinkers with temperature, humidity, carbon dioxide, light, water and nutrients to produce tastier lettuce, sorrel and chard. The technology does not come cheap, but it does allow for more frequent and bountiful harvests. Mr Swan says his farm yields 178 times more lettuce per square metre than a traditional one. It started production in 2015 and broke even for the first time in 2018. His labours are bearing fruit.

The Economist, July 4th 2020

NOTES

¹ **Singapore** [ˌsɪŋəˈpɔː] – г. Сингапур, столица города-государства Сингапур на юго-востоке Азии

² **Singapore Food Agency** – государственный комитет, созданный при Министерстве устойчивого развития и окружающей среды для надзора за мерами защиты и обеспечения безопасности пищевых продуктов

³ **S\$** – сингапурский доллар

READING AND VOCABULARY COMPREHENSION

Ex. 4.7. Decide whether the statements below are true (T) or false (F).

1. Mr Swan is an indoor farmer.
2. The floor on his farm is very muddy.
3. Indoor farmers use sunlight to grow their greens.
4. Commercial farming is well developed in Singapore.
5. There is very little land for agriculture in Singapore.
6. Singapore exports a lot of food.
7. Farming in Singapore comes at a cost.
8. Rooftop and indoor farmers in Singapore are extremely effective.

Ex. 4.8. What does the sentence “Singapore is a hymn to concrete and metal.” mean?

- a) In Singapore they like to sing songs about metal and concrete.
- b) There are a lot of modern buildings made of concrete and metal.
- c) Singapore is famous for active construction work.
- d) Singapore is a heavily industrial city.

Ex. 4.9. Answer the questions about the text.

1. What is Mr Swan’s farm like? Where is it situated? How can visitors get to the farm? What is there inside it?
2. Why was commercial farming phased out in Singapore in the 1970s and 1980s?
3. What farms are mushrooming in Singapore now? Where can they be found?
4. How much land is set aside for farms in Singapore?
5. How much food does the city-state import?
6. Why has the government decided to increase production of its own food?
7. What has been done in Singapore to help urban farmers?
8. What is the difference between indoor farms and rooftop ones?
9. What crops do urban farmers grow?
10. What help are farmers grateful to the government for?

Ex. 4.10. Replace the Russian expressions with the English ones. Find the English equivalents in the article.

1. Limited access to R&D does not allow farmers (повысить производительность). 2. Higher prices for oil substitutes (способствуют проведению исследований) into energy technologies. 3. (Наличие продовольствия) is the primary objective of food security. 4. Farmers (выращивают) sorrel, kale, chard, lettuce and other greens. 5. Indoor farmers use (светодиодные лампы). 6. Food insecurity and lack of access to clean water led to (вспышки заболеваний). 7. Plants need light, water and (питательные вещества). 8. (Городские фермеры) rent the roofs of malls, warehouses and car parks. 9. (Чтобы использовать рабочее пространство с максимальной пользой), farmers grow their crops on long trays stacked in floor-to-ceiling racks.

Ex. 4.11. Give a summary of the article. Make use of the plan for rendering texts on page 146.

UNIT 5

FOOD AND TRADE

Words to know before reading

animal welfare – гуманное обращение с животными, защита прав животных, благополучие животных

argue for – отстаивать, приводить доводы в пользу чего

be of great interest – представлять огромный интерес

beef up – нарастить мышечную массу

breakthrough [ˈbreɪkθruː] – прорыв, достижение, сдвиг

cause harm – причинять вред, наносить ущерб

counterpart – лицо, занимающее аналогичный пост; партнер (по переговорам)

custodian [kʌˈstəʊdiən] – страж, хранитель

deep division – глубокие разногласия

defeat an amendment – отменить поправку

embedded in – закрепленный / заложенный / ‘встроенный’ в

food chain – система производства и сбыта продовольствия

foster – оказывать содействие развитию

hold smb to standards – подходить к кому-л. с более высокой меркой, оценивать по более высоким стандартам

impacts on health – воздействие на здоровье

impose a ban – ввести запрет

incorporate [ɪnˈkɔːpəreɪt] – включать

indigestible [ˈɪndɪdʒestəb(ə)l] – неудобоваримый, трудноперевариваемый

insult [ˈɪnslʌt] – оскорбление, издевательство, издевка

land on the divide – *зд.* разрешить противоречие, преодолеть барьер, устранить разногласия

launch [lɔːnʃ] **a commission** – создать комиссию

lead smb to do smth – заставить кого делать что

leave intact – оставлять без изменений

make income – зарабатывать

make one’s way – пробивать себе дорогу

mandate – санкционировать, делать обязательным

morph into – превращаться / трансформироваться в, перерасти в

navigate between – лавировать между, выбирать направление действий

neuter [ˈnjuːtə] – кастрировать, оскопить, стерилизовать

on that basis – исходя из этого, на основании вышесказанного
objection to – возражение против
opposition to – протест против
pose a health risk – представлять угрозу для здоровья
pose a threat to human health – создавать угрозу для здоровья
precautionary [priˈkɔːʃnəri] – профилактический, принимаемый для предосторожности
quality assurance [ˈkwɒlitiːʃu(ə)rəns] – контроль качества, обеспечение качества (продукции)
quantity [ˈkwɒntiti] – количество
recompense [ˈrekəmpens] – возмещать, вознаграждать
regard [riˈgɑːd] **smb as** – рассматривать
regulatory – регламентирующий, нормативно-правовой
relax ban / control – сделать менее строгим запрет, ослабить контроль
rely on [riˈlai] – положиться на
reported – зарегистрированный, подтвержденный
require of smb – требовать от кого-л.
seize [siːz] **an opportunity** – использовать возможность, воспользоваться случаем, не упустить момент
snip – обрезать, зд. кастрировать, стерилизовать
sow [sau] **stall** – станок для свиноматки
stick to – придерживаться, ограничиться, держаться
strike (struck, struck) **a deal** – заключить взаимовыгодную сделку, достичь соглашения
struggle to do smth – силиться / прилагать большие усилия для..., иметь проблемы с...
stuff – зд. продукт
take a tougher stance on – занять более жесткую позицию по вопросу
trade secretary – министр торговли
tread [tred] **a path** – найти / натоптать дорожку
wind up [ˈwaɪndʹʌp] – закончить, кончить, ликвидировать(ся)

PRE-READING

Ex. 5.1. Practise reading the words, guess what they mean.

environmentalist [inˈvai(ə)rənˈment(ə)list];
environmental [inˈvai(ə)rənˈmentl] **standards**;
genetically modified organisms [dʒiˈnetik(ə)li ˈmɒdifaɪd ˈɔːɡəniz(ə)mz];
lobbyist [ˈlɔːbiist]; **enthusiasm** [ɪnˈθjuːzɪæz(ə)m] **for** ;**salami** [səˈlɑːmi];
anaesthetic [ˈænisˈθetik]; **masculinity** [ˈmæskjuːlɪnɪti];

biodiverse [ˈbaɪəʊˈdaɪvɜːs] **ecosystem**; **parasite** [ˈpærəsait];
regulatory [ˈregjʊlət(ə)ri /ˈregjələtɔːri] **system**.

Ex. 5.2. Practise reading the words, and then translate the word combinations below.

chlorine [ˈklɔːriːn] – хлор

chlorinate [ˈklɔːrineɪt] – хлорировать

chlorinated [ˈklɔːrineɪtɪd] – хлорированный

chlorination [ˈklɔːriːneɪʃn] – хлорирование, обработка хлором

chlorinated chicken, to wash chicken meat in chlorine, to treat water with chlorine, lettuce treated with chlorine, chlorination of chicken, a source of concern about chlorinating chickens, to chlorinate food.

Ex. 5.3. Translate the following word combinations.

1) international trade secretary, trade deal, trade negotiators; 2) the end product; 3) health risk; 4) supermarket shelves; 5) infection rates; 6) quality assurance label; 7) animal welfare, animal-welfare practices, animal-welfare groups, animal-welfare standards, animal-welfare lobbyists; 8) food imports, food chain, Britain's food system, food-borne parasites

Ex. 5.4. First match the adverbs with their Russian equivalent, then complete the sentences below with the words from the table.

- 1) commonly
- 2) currently
- 3) especially
- 4) particularly
- 5) partly
- 6) previously [ˈpriːviəsli]
- 7) roughly [ˈrʌfli]
- 8) routinely [ruːˈtiːnli]
- 9) similarly
- 10) ultimately [ˈʌltɪmɪtli]

- a) в настоящее время
- b) в конечном счете, в перспективе
- c) в частности
- d) обычно, в большинстве случаев
- e) особенно
- f) отчасти, до некоторой степени
- g) приблизительно
- h) ранее, прежде, предварительно
- i) регулярно, по обыкновению
- j) так же, аналогично, точно так же

1. He was p_____ president of a bank. 2. There were r_____ 200 people there. 3. We are hoping to expand our business, p_____ in Europe. 4. I never liked long walks, e_____ in winter. 5. This vaccine is already r_____ used. 6. He is c_____ working on his first novel. 7. U_____, it's a question of who is more popular. 8. What you say is only p_____ true. 9. Other guests sat under s_____ striped umbrellas 10. Sodium chloride is more c_____ known as salt.

FOCUS ON GRAMMAR

Different functions of the infinitive.

1. Инфинитив в функции определения. Переводится на русский язык, как правило, определительным придаточным предложением с модальным глаголом-сказуемым.

e.g.: This question will be discussed at the conference shortly **to open** in Minsk. – Этот вопрос будет обсуждаться на конференции, **которая должна** вскоре **открыться** в Минске.

2. Инфинитив в функции дополнения. Обычно переводится инфинитивом, иногда придаточным предложением.

e.g.: They want **to submit** a new proposal. – Они хотят **внести** новое предложение.

3. Инфинитив в функции обстоятельства результата или следствия. Часто имеет модальное значение и переводится на русский язык или инфинитивом, или самостоятельным предложением, вводимым союзом ‘и’.

e.g.: This question is too difficult **to be settled**. – Этот вопрос слишком сложный, *чтобы его можно было разрешить*. He resigned his post **never to return** to public life. – Он ушел в отставку и *никогда уже не возвращался* к общественной жизни.

4. Инфинитив в функции подлежащего, предикативного члена, именной части составного сказуемого и обстоятельства цели. Переводится инфинитивом, существительным или придаточным предложением, которое вводится союзом ‘чтобы (для того, чтобы)’.

e.g.: **To build** good roads is one of the most important tasks. – **Строительство** хороших дорог – одна из наиболее важных задач. Under such conditions dust **can get** into the interior. – При таких условиях пыль **может проникнуть** внутрь. The object is **to provide** low pressure. – Цель заключается *в том, чтобы создать* низкое давление.

Ex. 5.5. Translate the following sentences from the article paying attention to the infinitive.

1. America regards Brexit as *an opportunity to export* pork and chicken across the Atlantic. 2. The government should seize the opportunity to protect Britain’s “high environmental and animal-welfare standards”. 3. Americans inject cattle with hormones *in order to beef them up*. 4. If studies have not shown that the practice causes harm to the consumer then *it is safe to put* the products on supermarket shelves. 5. Britons do not like the idea of

neutering boars *to improve* their salami. 6. Many British farmers *want to receive* the industry's quality assurance label. 7. An agriculture bill *to replace* the EU's Common Agricultural Policy is currently making its way through Parliament. 8. Ms Truss launched a new Trade and Agriculture Commission *to gather* all interests in food chain, from farmers to industry and animal-welfare groups. 9. It *led* the EU *to impose an early ban* on genetically modified organisms. 10. If a trade deal *does bring* cheap American meat to Britain, farmers will *struggle to compete*.

READING

Ex. 5.6. Look through the first seven paragraphs of the article and answer the question:

Why is it difficult for the USA and Britain to strike a trade deal on exporting foods?

Ex. 5.7. Now read the article carefully to understand in what way Britons are different from Americans in terms of food production.

FOOD AND TRADE

A pig of a problem

*Trade talks are especially hard
when they're about values as well as money*

1. When Liz Truss, Britain's international trade secretary, and her American counterpart, Robert Lighthizer, met in Washington on August 3rd-4th nobody expected a breakthrough. Both parties had previously said that a deal was unlikely to be struck in 2020. That's partly because food, one of the main issues, is a particularly indigestible matter.

2. The problem is that farming is not just an industry. What people eat and how they produce their food is central to how societies see themselves.

3. America regards Brexit¹ as an opportunity to export pork and chicken, among other foods, across the Atlantic². Many Britons do not like that idea. The words "chlorinated chicken" are morphing into an insult on Twitter, as in "this deal is an undercooked chlorinated chicken."

4. The problem is not, ultimately, that Americans wash their chicken meat in chlorine. British consumers already drink water and eat lettuce treated with chlorine. The European Union's own Food Safety Authority³ says that this process does not pose a health risk. Objections to the chlorina-

tion of chicken are a symptom of a deeper division, between regulatory systems embedded in different philosophies and different values.

5. The American system focuses on the end product, and whether what the consumer puts in her mouth will make her ill. Americans call it “science-based”. If studies have not shown that a practice, such as injecting cattle with hormones in order to beef them up, causes harm to the consumer then it is safe to put those products on supermarket shelves.

6. On that basis, there is no reason why Britons should not welcome American food, which is just as safe as European stuff. A comparison of annual infection rates by the three most frequently-reported food-borne parasites that are transmitted by meat shows they are roughly the same in America and Europe.

7. Europeans rely instead on the “precautionary principle”, which does not just look at known impacts on health, but also incorporates wider concerns about the food industry’s production methods – even when studies have not established that they pose a threat to human health. It led the EU to impose an early ban on genetically modified organisms. The ban has been relaxed but regulations remain tighter than in America. The EU has also taken a tougher stance on pesticides.

8. Where Britain lands on this divide is of great interest – and not just to farmers and trade negotiators. Environmentalists are arguing for sticking to the European approach; economic liberals for adopting one that is friendlier to innovation.

9. Europe’s enthusiasm for a farm-to-fork system⁴, which regulates the steps that produce the food as well as the food itself, is an illustration of the difference between the two regulatory philosophies. In Europe, there is a push for farms and natural systems to coexist, not to be seen as competing with each other for land.

10. British cultural peculiarities emphasise a third element: animal welfare. That is the source of concerns about chlorinating chicken. Opposition to the chemical’s use comes from the belief that farmers chlorinate food that has been dirtied, morally as well as physically, by bad animal-welfare practices. Europe mandates nicer conditions for chickens than America does.

11. Sow stalls, similarly, make pigs more profitable by housing them more densely. Used in 75 % of American farms, they have been banned in Britain since 1999 and Europe since 2013. And Britain holds its farmers to higher animal-welfare standards than Europe does. *Charcuterie*⁵ is best made with the fatty meat of castrated boars, but Britons do not like the idea of neutering boars to improve their salami, especially as it is commonly

done without anaesthetic. So whereas European farmers routinely snip their pigs, British farmers who want to receive the industry's Red Tractor⁶ quality assurance label must leave their boars' masculinity intact.

12. The government has to tread a tricky path between the demands of American trade negotiators, British farmers and lobbyists from animal-welfare and environmental groups. An agriculture bill to replace the EU's Common Agricultural Policy⁷ is currently making its way through Parliament. It is supposed to navigate between these different interests. In May, the government annoyed the animal-welfare and environmental lobbyists by defeating an amendment that would have ensured food imports met the same standards that are required of British farmers.

13. But the bill has a lot in it for those who worry about nature. It proposes a principle of public money for public goods, whereby farmers will be recompensed for improving air, water and soil quality, and fostering biodiverse ecosystems. And on July 28th, Ms Truss launched a new Trade and Agriculture Commission⁸ to gather all interests in the food chain, from farmers to industry and animal-welfare groups. A few days later, the first volume of the National Food Strategy⁹, an independent but government commissioned review of Britain's food system, advised that the government should seize the "once-in-a-lifetime opportunity" presented by Brexit to protect Britain's "high environmental and animal-welfare standards".

14. If a trade deal does bring cheap American meat to Britain, farmers will struggle to compete¹⁰. They could wind up making most of their income as custodians of the land, while producing smaller quantities of pricier meat – as already happens with some beef. The practice could spread.

The Economist, August 8th 2020

NOTES

¹ **Brexit** – Брэксит, выход Великобритании из ЕС (Brexit is an abbreviation for **British exit**)

² **the Atlantic** – Атлантический океан

³ **Food Safety Authority** – Управление по контролю качества продуктов (Норвегия)

⁴ **farm-to-fork system** – система 'с огорода на стол' / 'от поля до вилки' (полноценный контроль продовольствия, подход ЕС к сельскому хозяйству) оборот употребляется для описания устойчивой сельскохозяйственной практики, включая выращивание на ферме, сбор урожая, упаковку, транспортирование, продажу и потребление.

⁵ **charcuterie** [ˈʃɑ:kju:ˈtri:] – шаркутери, закуска (холодное мясо, язык, ветчина)

⁶ **Red Tractor (Little Red Tractor)** – символ, используемый на упаковке пищевых продуктов в Великобритании, чтобы показать, что эта сельскохозяйственная продукция хорошего качества

⁷ **Common Agricultural Policy** – единая сельскохозяйственная политика; общая аграрная политика в странах ЕЭС

⁸ **Trade and Agriculture Commission** – комиссия по торговле и сельскому хозяйству

⁹ **National Food Strategy** – национальная продовольственная стратегия

¹⁰ **farmers will struggle to compete** – фермерам будет трудно конкурировать

READING AND VOCABULARY COMPREHENSION

Ex. 5.8. Match the two halves of the sentences.

- | | |
|--|---|
| 1. America regards Brexit as an opportunity | a) about food industry's production methods. |
| 2. British consumers don't like the idea | b) ban on genetically modified organisms. |
| 3. Americans and Britons have different | c) boars in order to improve their salami. |
| 4. American system focuses | d) cause harm to consumers. |
| 5. Americans think that injecting cattle with hormones doesn't | e) have been banned in Britain since 1999. |
| 6. European approach to food incorporates wider concerns | f) kept in nicer conditions than in the US. |
| 7. The EU imposed an early | g) of British approach to food production. |
| 8. The EU has also taken a tougher | h) of eating chlorinated chicken from the USA. |
| 9. Good animal welfare is an integral part | i) on the end product. |
| 10. Chickens in Britain are | j) philosophies and different values. |
| 11. Sow stalls where pigs are housed more densely | k) stance on pesticides. |
| 12. British farmers do not neuter | l) the industry's Red Tractor label. |
| 13. Many British farmers want to receive | m) through the parliament. |
| 14. A new agricultural bill is currently making its way | n) to export pork and chicken to Great Britain. |

NB!

Обратите внимание, как в заглавии статьи обыгрывается слово ‘pig’ в его переносном значении ‘*нечто большое и тяжелое, препятствие*’, например, ‘*глыба*’ (глыба льда), ‘*болванка*’ (pig of iron – железная болванка), или ‘*неудачно сформулированный вопрос (на экзамене)*’/сленг/. В этом значении слово ‘pig’, вероятно, заменило выражение ‘*a bit*’ в словосочетании: ‘*a bit of a problem*’ – ‘*небольшая проблема.*’ Таким образом, ‘*небольшая проблема*’ превратилась в ‘*довольно большую*’. При этом, в контексте статьи, слово ‘pig’ сохраняет и свое прямое, и сниженное значение, вызывая у читателя массу разных ассоциаций. Нельзя также не заметить использования тематической лексики в переносном значении в следующих предложениях: ‘*That’s partly because food, one of the main issues, is a particularly indigestible matter.*’; ‘*...a practice, such as injecting cattle with hormones in order to beef them up, causes harm to the consumer...*’

Ex. 5.9. Answer the questions about the article.

1. Where and when were trade talks between the USA and Britain held?
2. Why wasn’t a breakthrough achieved in the trade negotiations there?
3. Why do Americans find Brexit attractive?
4. What do many Britons think about American imports of food? Why?
5. What does American system of food production focus on?
6. What do Europeans rely on in their food production methods?
7. How do Europeans feel about GMOs and pesticides?
8. What standards should British farmers who want to receive the Red Tractor quality assurance label compile with?
9. What bill is the British government to pass?
10. Why were the animal-welfare and environmental lobbyists annoyed by the government?
11. What opportunity does Brexit present for the British government?
12. What will happen to British farmers if a trade deal with the US turns out to be successful?

Ex. 5.10. Find in the article the equivalents of the following expressions.

- 1) Один из главных вопросов, 2) британские потребители, 3) более глубокие разногласия, 4) американская еда точно так же безопасна, как и европейские продукты, 5) ежегодный уровень заболеваемости, 6) европейский подход, 7) британские культурные особенности, 8) жирное мясо, 9) кастрированный боров, 10) различные интересы, 11) уникальная возможность, 12) дешевое американское мясо,

13) зарабатывать большую часть своего дохода, 14) либерал в экономике, 15) жесткие нормативные положения.

Ex. 5.11. Fill in the blanks with the right prepositions. Look through the text again if necessary.

1. wash chickens _____ chlorine
2. treat water _____ chlorine
3. objections _____ the chlorination
4. division _____ regulatory systems
5. focus _____ the end product
6. inject cattle _____ hormones
7. cause harm _____ consumers
8. put the products _____ supermarket shelves
9. rely _____ the 'precautionary principle'
10. pose a threat _____ human health
11. impose a ban _____ GMOs
12. be _____ great interest
13. stick _____ the approach
14. argue _____ adopting the European approach
15. the source _____ concern
16. hold farmers _____ higher standards
17. navigate _____ different interests
18. standards required _____ British farmers
19. worry _____ nature
20. recompense farmers _____ improving air, water and soil

Ex. 5.12. Odd word out. Choose a word or phrase that does not belong in each group.

1.	pork	beef	pig	chicken
2.	industry	issue	question	matter
3.	cattle	livestock	animals	consumers
4.	neuter	castrate	smell	snip
5.	deal	secretary	negotiator	counterpart
6.	tight	tricky	tough	strict
7.	impose	require	ask	demand
8.	pricy	profitable	costly	expensive

Ex. 5.13. Complete the sentences using the words from the box.

stance interest opportunity harm ban deal threat standards approach

1. Injecting cattle with hormones may cause _____ to the consumers.
2. The parties failed to strike a _____ in the trade talks.
3. I really admire a man who knows how to seize an _____.
4. The EU imposed a _____ on genetically modified organisms.
5. The EU has also taken a tougher _____ on pesticides.
6. This issue is of great _____, both to farmers and to trade negotiators.
7. American food imports must meet the same _____ that are required of British farmers.
8. Needless to say, the US and Britain should stick to the European _____ to this problem.
9. Some food industry's production methods pose a _____ to human health.

Ex. 5.14. Give a summary of the article. Make use of the plan for rendering texts on page 146.

UNIT 6

FARM LABOUR

Words to know before reading

asparagus [əˈspærəɡəs] – спаржа

at a rate of – со скоростью

be responsible – зд. являться причиной

bunch of students – группа / кучка студентов

canny – бл группа / кучка п у□ к

force up – взвинчивать / повышать (цены)
get smb to do smth – заставить кого сделать что
hard to come by – труднодоступный, то, что трудно найти / достать
hops – хмель
husbandry tasks – хозяйственные задачи
in the long run – в конечном итоге, в результате, в перспективе
in the long term – в отдаленной перспективе, в долгосрочном плане
in the short term – в краткосрочной перспективе
labour shortages – нехватка рабочей силы
labour-intensive – трудоемкий, трудозатратный
loose – широкий, свободный, открытый
make do – обходиться; довольствоваться тем, что имеется
make up – составлять
matter – иметь значение
packhouse – склад, упаковочный пункт, пакгауз
period – *зд.* некоторое время
pick – собирать (овощи, фрукты)
picker – сборщик (фруктов), сортировщик
pilot system – опытная / экспериментальная система
plant – сажать (деревья, цветы, растения)
polytunnel – туннельный парник, пленочная теплица
put off – отпугивать, отбить желание, помешать, отвлечь
ragged [ˈræɡɪd] – нечесаный, косматый, оборванный, растрепанный
recruit [rɪˈkrʊ:t] – завербовать, набирать
runner – *зд.* ползучий побег
soft fruit – кустовая плодовая или ягодная культура
stagnate – не изменяться, оставаться неизменными (о ценах)
supplement [ˈsʌplɪmənt] – восполнить, пополнить, дополнить
take smb off – *зд.* освободить (кого-то) от
take the hit – принять удар
thin – прореживать, изреживать, вырубать
time-sensitive – чувствительный к задержкам, критичный по срокам, неотложный, стесненный напряженным графиком работы
train – формировать (кроны плодовых деревьев и кустарников), направлять (рост растений)
travel restrictions – ограничения в передвижении
weed – полоть
weed out – выпалывать, устранять, отсеивать, избавляться от
wholesale [ˈhəʊlseɪl] – оптовый

PRE-READING

Ex. 6.1. Practise reading the words, learn them.

- avalanche** [ˈævələ:nʃ] – лавина, масса, шквал, град
foreign [ˈfɔːrɪn] – иностранный
furlough [ˈfɜːləʊ] – увольнять в отпуск без сохранения содержания
immigration [ɪmɪˈɡreɪʃ(ə)n] – иммиграция, прилив рабочих
migrant [ˈmaɪɡrənt] – сезонный рабочий,
migration [maɪˈɡreɪʃ(ə)n] – передвижение, миграция
orchard [ˈɔːtʃəd] – фруктовый сад;
prioritise [praɪˈɔːrɪtaɪz] – уделять внимание, оказывать предпочтение
produce [ˈprɒdʒuːs] – продукция сельского хозяйства
rhythm [ˈrɪð(ə)m] – ритм, гармония;
scheme [ski:m] – план, проект, программа

Ex. 6.2. Translate the following compound words, collocations and word combinations.

A. 1) workforce; 2) farm labour, farm worker; 3) soft-fruit farm; 4) labour force, labour problems, labour shortages, labour costs; 5) fruit picking, fruit picking vacancies; 6) construction workers, events worker; 7) pilot system; 8) travel restrictions; 9) food costs; 10) migration rules, immigration policy; 11) husbandry tasks; 12) strawberry prices, wholesale strawberry prices, supermarket prices;

B. 1) avalanche of early interest; 2) changes to migration rules; 3) higher costs of production; 4) rise in the minimum wage; 5) despite the difficulties; 6) according to a report; 7) lack of experience; 8) under current rules; 9) a ragged bunch of students;

C. 1) rising incomes, rising costs; 2) labour-intensive crops; 3) seasonal workers; 4) canny farmers; 5) British pickers, British produce; 6) loose network; 7) social-distancing measures; 8) furloughed construction workers, slow workers, foreign workers, temporary farm workers; 9) better-paid, better-qualified migrants; 10) eastern Europeans; 11) plentiful labour; 12) general manager; 13) time-sensitive tasks; 14) minimum wage.

FOCUS ON GRAMMAR

Different functions of the verb 'to have'.

1. Полнозначный глагол: to have – ‘иметь’. e.g.: ‘*He has a car.*’ – ‘*У него есть машина.*’

2. Вспомогательный глагол. Используется для образования временных форм группы the Perfect и the Perfect Continuous. e.g.: ‘*He has bought a car.*’ – ‘*Он купил машину.*’; ‘*She has been reading since morning.*’ – ‘*Она читает с утра.*’; ‘*We had finished the work by 5 o'clock yesterday.*’ – ‘*Вчера мы закончили работу к пяти часам.*’

3. Эквивалент модального глагола, близок по значению глаголу must. Глагол **to have** с последующим инфинитивом означает долженствование, вызванное силой обстоятельств, необходимостью. На русский язык, как правило, переводится словами ‘*пришлось, придется, приходится, вынужден, должен*’. e.g.: ‘*Yesterday we didn't have to get up early.*’ – ‘*Вчера нам не пришлось вставать рано.*’; ‘*Anne's eyes are not very good, she has to wear glasses for reading.*’ – ‘*У Анны не очень хорошее зрение, ей приходится / она вынуждена носить очки для чтения.*’

4. Глагол to have с последующим сложным дополнением (имя + неличная форма глагола / наречие) образует каузативную конструкцию, которая имеет, например, следующие значения:

а) побуждение или содействие осуществлению действия: e.g.: ‘*We had them beaten this time.*’ – ‘*На этот раз мы их одолели (содействовали их поражению / устроили так, чтобы они проиграли).*’

в) действие, совершенное помимо (независимо от) воли или желания лица, выраженного подлежащим, e.g.: ‘*We had a note handed to us.*’ – ‘*Нам вручили записку.*’

Ex. 6.3. Translate the following sentences from the article, paying attention to the functions of the verb 'to have'.

1. Alison Capper's family *has grown* apples and hops for 58 years.
2. The year *has a* natural rhythm in normal times. 3. Mrs Capper *had to supplement* her labour force with locals. 4. Even before COVID-19, rising incomes at home and Brexit *had put* eastern Europeans off. 5. But many farmers *have had to use* Britons too, and their productivity *has caused* problems. 6. When labour was plentiful, slow workers *would have been weeded out and replaced* early in the season, but now farmers *have to make do* with what they can get. 7. General manager *has had to take* many British work-

ers *off* fruit-picking and give them easier husbandry tasks. 8. Labour costs *have risen* by 9–15 %. 9. Prices *have stagnated*: wholesale strawberry prices are slightly lower now than five years ago. 10. Farmers fear that they *will have to rely* more on Britons in the future. 11. We *have* an immigration policy that just isn't fit for the future of farming. 12. You insist on *having* a UK workforce and *have* lower productivity, higher costs of production and higher food costs.

READING

Ex. 6.4. Scan the article for proper nouns. Find the names of the following organizations:

- a) a hop and fruit farm in England;
- b) a co-operative of soft-fruit farms in Scotland;
- c) a consultancy;
- d) a campaign to encourage UK citizens to help with the harvesting of fruit and vegetable crops during the COVID-19 pandemic;
- e) an organisation representing the interests of British farmers.

What are these people? What organisations do they represent?

- | | |
|-------------------|-----------------|
| 1. Alison Capper | 3. John Pelham |
| 2. Angela Porchez | 4. Tom Bradshaw |

Ex. 6.5. Now read the article carefully and answer the questions after the text.

FARM LABOUR

Ripe for reform

British pickers are slow, so farmers want changes to migration rules

1. At Stocks Farm, on the border between Herefordshire¹ and Worcestershire², where Alison Capper's family has grown apples and hops for 58 years, the year has a natural rhythm in normal times. Migrants from eastern Europe arrive in February to prepare the orchards – thinning apples, training hops, planting trees. They pick fruit in summer and autumn. By November, they are back home. But this year, they were hard to come by, so Mrs Capper had to supplement her labour force with locals.

2. Even before COVID-19, rising incomes at home and Brexit had put eastern Europeans off. Concerned about labour shortages, the government

expanded the seasonal workers' scheme – a pilot system to allow non-EU farm workers into Britain – from 2,500 to 10,000 in February. Russians, Ukrainians and Barbadians³ filled the gaps in orchards and polytunnels left by Bulgarians, Hungarians⁴ and Romanians. Canny farmers continued to bring foreign workers into the country throughout the crisis.

3. Then came COVID-19, and with it travel restrictions. The government created Pick for Britain, a loose network of campaigns, to get British people to fill some 70,000 fruit-picking vacancies. An avalanche of early interest saw Britons make up some 35% of the workforce in May, but they are now down to a tenth. Mrs Capper got a ragged bunch of students, furloughed construction workers and an events worker. Most left before the harvest began.

4. Despite the difficulties, most farmers still managed to recruit eastern Europeans. Four-fifths of the workers at Angus Growers, a co-operative of 19 soft-fruit farms in Scotland, are from the EU. But many farmers have had to use Britons too, and their productivity has caused problems. At two large soft-fruit farms in south-east England British workers picked at a rate of 15.2kg and 16kg per hour, compared to eastern Europeans' 28.1kg.

5. When labour was plentiful, slow workers would have been weeded out and replaced early in the season, but now farmers have to make do with what they can get. Angela Porchez, general manager of Angus Growers, has had to take many British workers off fruit-picking and give them easier husbandry tasks (deflowering, cutting runners, thinning plants and weeding) which are less time-sensitive.

6. Labour costs – which make up around 70% of total costs – have risen by 9–15 %, according to a report by Andersons, a consultancy. Social-distancing measures in packhouses are partly responsible, says John Pelham, author of the report; so is the new workers' lack of experience. "It takes new workers a period to become commercial. It doesn't really matter whether they come from Bulgaria or Bolton, they require training in something they haven't previously done." This year's problems come on top of a 34 % rise in the minimum wage over the past five years, when prices have stagnated: wholesale strawberry prices are slightly lower now than five years ago.

7. Rising costs for farmers do not affect supermarket prices, which are agreed with growers long before the season starts. It is profits that have taken the hit, with producers of labour-intensive crops such as strawberries and asparagus most affected. Many crops' profitability is now "alarmingly mar-

ginal”, according to Mr Pelham. In the longer run, labour problems will force prices up, which is likely to reduce demand for British produce.

8. Farmers fear that, under the current rules, they will have to rely more on Britons in the future. In the short term, they are lobbying for an expansion of the seasonal workers’ scheme to increase the number of temporary non EU farm workers. In the long term, they want the government to stop prioritising better-paid, better-qualified migrants. “We have an immigration policy that just isn’t fit for the future of farming,” says Tom Bradshaw, vice-chairman of the National Farmers’ Union.

9. Farmers dream of something like New Zealand’s working-holiday visa, that lets young people travel and work in the country for a year. “There are two choices,” says Mr Bradshaw. “You insist on having a UK workforce and have lower productivity, higher costs of production and higher food costs, or the other way is enabling migrant workers to come over.”

The Economist, August 15th, 2020

NOTES

¹ **Herefordshire** [ˈherəfədʒ(i)ə] – Херефордшир, графство Англии

² **Worcestershire** [ˈwʊstəʃɪə] – Вустершир, графство Англии

³ **Barbadians** [ba:ˈbeɪdiənz] – жители о-ва Барбадос, барбадосцы

⁴ **Hungarians** [hʌŋˈɡe(ə)riənz] – венгры

READING AND VOCABULARY COMPREHENSION

Ex. 6.6. Answer the questions about the text.

1. Farm hands from what countries came to help British farmers in normal times?

2. What jobs did they do?

3. When did migrants usually arrive? When did they leave?

4. What caused labour shortages on British farms before the COVID-19 crisis?

5. What foreign workers did British farmers bring into the country through the seasonal workers’ scheme?

6. Why was the campaign ‘Pick for Britain’ launched by the government of the UK? What was the result of the campaign?

7. Why are British farmers not satisfied with the work of Britons on their farms?

8. Why have labour costs risen on British farms?

9. Why don’t rising costs for farmers affect supermarket prices?

10. What effect will labour problems have on prices in the longer run?
11. What are British farmers lobbying for?
12. Why do they dream of something like New Zealand working-holiday visa for young people?

Ex. 6.7. Complete the sentences using the words below.

*time-sensitive • Bulgarians, Hungarians and Romanians
apples and hops • travel restrictions • picked fruit • British people
labour intensive crops • to prepare the orchards • slow • to come by*

1. At Stocks Farm they grow _____.
2. Migrant workers used to arrive in February _____.
3. In summer and autumn seasonal workers _____.
4. In 2020 farm hands were hard _____.
5. Russians, Ukrainians and Barbadians worked in orchards and poly-tunnels instead of _____.
6. When COVID-19 came, foreign workers were in short supply because of _____.
7. Many farmers have had to use _____.
8. A lot of Britons were taken off fruit picking because they were _____.
9. Such husbandry tasks as deflowering, cutting runners, thinning plants and weeding are less _____.
10. Strawberries and asparagus are _____.

Ex. 6.8. Find in the article the equivalents of the following expressions.

1) Пополнить рабочую силу местными жителями, 2) растущие доходы, 3) привозить иностранных рабочих в страну на протяжении всего кризиса, 4) британцы составляют 35 % рабочей силы, 5) отправленные в отпуск без содержания рабочие-строители, 6) нанимать восточноевропейских рабочих, 7) отсутствие опыта у новых рабочих, 8) повышение минимальной заработной платы, 9) повышение стоимости, 10) доходность многих культур, 11) сократить спрос на британскую продукцию, 12) согласно действующим правилам, 13) увеличить количество временных рабочих, не являющихся гражданами ЕС.

Ex. 6.9. Match the words with their definitions.

thin train plant weed recruit replace orchard polytunnel

a) to place (a seed or a plant) in soil or other substrate in order that it may live and grow

b) a tunnel made of polyethylene, used to grow plants that require a higher temperature and/or humidity than that which is available in the environment

c) to remove some plants or parts of plants in order to improve the growth of what remains

d) to supply or substitute an equivalent for

e) to remove unwanted vegetation from a cultivated area

f) to enroll or enlist new members or potential employees on behalf of an employer, organization

g) to encourage (a plant or branch) to grow in a particular direction or shape, usually by pruning and bending

h) a garden or an area of land for the cultivation of fruit or nut trees

Ex. 6.10. Fill in the gaps with the words from Ex. 6.9.

1. In India, they _____ fig trees to make living bridges.

2. It's not easy _____ new workers. The office plans _____ up to 40 new clerks in the coming year.

3. I caught him stealing apples in the _____.

4. The women were in charge of planting, _____, and harvesting the crops. We need _____ the garden.

5. Tomatoes are riskier grown outside rather than in a greenhouse or _____.

6. I cannot _____ trees here. The land is too dry.

7. If you want to upgrade a music centre, you can only throw it out and _____ it with a better one.

8. _____ the carrots to two inches apart.

Ex. 6.11. Look through the text and find the paragraph containing the answer to the question:

How is the size of strawberries connected with worker scarcity?

COPING WITH WORKER SCARCITY

More than you can chew

ARDLEIGH¹

Why strawberries have become as big as plums

1. Boxford Farms, on the border between Essex² and Suffolk³, is one of Britain's best fruit growers (with the awards to prove it). Because the 140-hectare farm grows so many different things, from rhubarb⁴ to strawberries

to blueberries⁵ to apples, it can offer migrant labourers six to nine months of work a year. It pays all of its 250-odd⁶ fruit pickers at least the national minimum wage; the fastest earn substantially more. And still it struggles to find people.

2. The Britons who made up a hefty slice⁷ of the fruit-picking labour force as late as the 1990s are gone. The Polish workers who were so plentiful a decade ago, when Britain opened its job market to eastern Europeans, have mostly moved on to easier jobs. Almost all the pickers at Boxford Farms are now Bulgarian or Romanian. And even they seem less plentiful than they were. “It’s a small population, and it’s shrinking,” says Robert Rendall, the managing director.

3. In September Britain’s government promised to allow in some seasonal farm workers from outside the EU. In the meantime, what is a grower to do? In the packing houses where Boxford Farms processes fruit, the answer is mechanisation. Mr Rendall has bought machines that can detect bruises⁸ on apples and measure berries into whatever kind of container Britain’s picky⁹ supermarkets desire. In his polytunnels and greenhouses, strawberry plants grow in trays at waist level, making the plants much easier and faster to pick.

4. But the big answer lies in the fruit itself. Mr Rendall has turned to varieties of strawberry such as Amesti, created by Driscoll’s¹⁰, a soft-fruit titan. These varieties do not necessarily produce more fruit over a season than other ones. But, crucially, the berries are larger. So a migrant fruit picker can pick a greater mass of strawberry with each muscle movement. If you ever wonder why strawberries are now as large as plums used to be, the tight labour market is the reason.

The Economist, October 20th, 2018

NOTES

¹ **Ardleigh** – Ардлей, деревня в Эссексе, Англия

² **Essex** [ˈesɪks] – Эссекс, графство Англии

³ **Suffolk** [ˈsʌfək] – Суффолк, графство Англии

⁴ **rhubarb** [ˈruːbɑːb] – ревень

⁵ **blueberries** – голубика

⁶ **250-odd** – 250 с чем-то / с лишним

⁷ **hefty slice** – изрядная доля

⁸ **bruise** [bruːz] – помятость / повреждение (растений, фруктов)

⁹ **picky** [ˈpɪki] – привередливый, придирчивый

¹⁰ **Driscoll’s** – американская агрофирма, создает и продает супер-сорта клубники и других ягод.

NB!

Обратите внимание на метафорическое употребление некоторой тематической лексики в статьях этого урока. Например, в названии первой статьи устойчивое сочетание “*Ripe for reform*” (= *Нуждающийся в реформах*) содержит прилагательное ‘*ripe*’ – *спелый, зрелый, наливной (о плодах/фруктах)*. Там же метафорически используется глагол *weed* – *полоть*: “...*slow workers would have been weeded out* <...> *early in the season...*” (...*от медленных/нерасторопных работников бывало избавлялись* <...> *в самом начале сезона...*).

В заглавии второй статьи используется фрагмент идиоматического выражения “*Bite off more than you can chew*” – ‘*взять на себя слишком много, зариться на кусок, который не проглотишь*’ (буквально ‘*откусить больше, чем можешь прожевать*’), с помощью которого автор выражает свою ироничную оценку.

Ex. 6.12. Match the synonyms.

- | | |
|------------------------------|-----------------------|
| 1) orchard | a) foreign workers |
| 2) migrant labourers | b) garden |
| 3) labourforce | c) immigration policy |
| 4) labour shortages | d) labour market |
| 5) migration rules | e) fruit pickers |
| 6) to find people | f) producer |
| 7) fruit-picking labourforce | g) soft fruit |
| 8) to pick | h) to gather |
| 9) job market | i) to recruit people |
| 10) berries | j) worker scarcity |
| 11) grower | k) workforce |

Ex. 6.13. Complete the sentences using the words from the box.

at waste level	Bulgarian or Romanian
easier jobs	a decade ago
best fruit growers	bruises on apples
from outside EU	six to nine months of work a year
with each muscle movement	as late as 1990s

1. Boxford Farms is one of Britain’s ...
2. The farm can offer migrant labourers ...
3. The Britons made up a hefty slice of fruit picking labour force ...

4. Britain opened its job market to eastern Europeans ...
5. The Polish workers have mostly moved on to...
6. Almost all the pickers at Boxford Farms are now ...
7. Britain's government promised to allow in some seasonal farm workers ...
8. In the packing houses machines can detect ...
9. In polytunnels and greenhouses strawberry plants grow in trays ...
10. The larger the berries, the greater mass of strawberry a migrant fruit picker can pick...

Ex. 6.14. Give a summary of the articles. Make use of the plan for rendering texts on page 146.

UNIT 7

SEASONAL AGRICULTURAL LABOUR

Words to know before reading

- abolish** – аннулировать, прекратить, отменить
admit – впускать, принимать
appealing – привлекательный, заманчивый, вызывающий интерес
asparagus [ə'spærægəs] – спаржа
available – имеющийся в наличии
behave impeccably – вести себя безукоризненно
dependability [di'pendə'biliti] – солидность, благонадежность (работника, человека)
dependence on – зависимость от
depending on – в зависимости от
disentangle cause and effect – разделить причину и следствие
elsewhere [ˈels'weə] – где-то в другом месте
evaluate – исследовать, произвести оценку
farm hands – наемные сельхозработчие
general population – широкие слои населения
have little effect – не подействовать, иметь незначительное влияние
here today, gone tomorrow – нынче тут, а завтра там; сегодня есть, завтра нет; перелетная птица/перекати-поле (о человеке)
hire [haɪə] – нанимать на работу, предоставлять работу
hoe [həʊ] – мотыга
hostility to – враждебное отношение к (кому)

house – обеспечить жильем, селить, размещать
household – домохозяйство
hull [hʌl] – чашечка (малины, земляники)
impose a cost – требовать затрат
incentive – побудительная причина, стимул, мотив
income – доход
look further afield – смотреть дальше за границу
lure [ljʊə] – заманить, привлечь
overwhelmingly [ˈʊvəˈwelmiŋli] – преимущественно, в основном
plentiful supply – обильное предложение, большой запас
pointless – бессмысленный, непродуктивный
recognized – авторитетный, общепризнанный
refugee [ˈrefjʊˈdʒi:] – беженец/беженка, эмигрант
removal – переезд, переселение
shrink (shrank, shrunk) – сокращаться, уменьшаться
trailer – жилой автоприцеп, передвижной дом, трейлер
tricky – коварный, проблемный
undercut – подрывать позиции, дестабилизировать
up from – по сравнению с
weed – (n) сорняк; (v) полоть, пропалывать
willing workers – старательные работники

PRE-READING

Ex. 7.1. Translate the following words and word combinations.

A) a team of fruit pickers, the natives, the locals, unemployed locals, local workers, seasonal workers, seasonal agricultural labour, seasonal employer, migrant labour, migrants, migrant workers, migrant labour, foreign farm workers, foreigners, temporary foreign workers, legal migrant farm workers, farm hands, eastern European workers, the average worker, Pacific islanders, growers.

B) immigration, unemployment, agricultural employment, a share of total employment, seasonal migration, employment office, global flow of workers, household with a migrant member.

Ex. 7.2. Translate paying attention to the words in bold.

a) **the rest** – другие, остальной, остальные

1. Over the next seven years *the rest of the EU* opened its doors. 2. He told the workers to pick the nicest berries and leave *the rest*.

b) **fail to do smth.** – не суметь, не справляться, оказаться неспособным сделать что-то

1. The depth of farmers' dependence on migrant workers is clearest *when the workers fail to arrive*. 2. *If the workers fail to depart* at the end of the year, the farmers must pay for their removal.

c) **come to do** – начинать делать что-то, постепенно приходить к чему-то, становиться

A farmer *who comes to depend on foreigners* might never go back to locals.

d) **to prevent smb from doing smth** – (по)мешать кому сделать что
to deter smb from doing smth – удерживать от, помешать

1. *To prevent migrant workers from undercutting natives*, New Zealand's farmers must show they have tried to hire local people. 2. In general, a plentiful supply of willing workers *appears to deter growers from investing in technology*.

e) **to replace** – заменить

1. Migrants from the east *have replaced the locals*. 2. Engineers continue to work on machines *that could replace workers*.

f) **to allow smb to do smth** – разрешить кому делать что

1. In 2013 America's federal government *allowed farmers to fill 99,000 jobs* with foreign workers. 2. A republican-sponsored bill would *<...> allow them to stay for up to three years*. 3. This programme *allowed almost half a million Mexicans to work* on American farms.

Ex. 7.3. In the article there are quite a few phrasal verbs and idiomatic expressions. Study them, and then translate the sentences below the list of the verbs and collocations.

take time off – брать отгул, делать перерыв в работе

rail against – выступать против, протестовать

fence out – избегать, не принимать

bring in – ввезти, импортировать, приглашать

turn up – появиться

point out – указывать, подчеркивать, отметить

pull off – сдернуть, убирать, снять

stand out – выделяться

be on the rise – подниматься, расти, быть на подъеме

be in decline – находиться в упадке

- be on track to** – планомерно продвигаться к
be sent packing – получить от ворот поворот, выпроваживать
be good at – хорошо уметь делать, обладать умением
be keen on – страстно желать чего-то, быть заинтересованным в

1. Halyna *has taken time off* from her waitressing job in Ukraine to lead a team of Ukrainian fruit-pickers on a farm in eastern Poland. 2. Even politicians who *rail against* immigration tend to make an exception for seasonal farm workers. 3. While welcoming foreign farm workers, Poland *has fenced out* refugees. 4. Britain announced a special programme *to bring in* seasonal farm workers from outside the EU. 5. It's high time for the visitors *to turn up*. 6. Foreign workers are self-regulating, *points out* Philip Martin, who studies migrant labour at the University of California. 7. Raspberries must *be pulled gently off* hulls. 8. Polish farmers will probably have to look further afield, perhaps to South Asia or sub-Saharan Africa, whose workers *will stand out* more in an overwhelmingly white country. 9. Hostility to migrants *is on the rise*. 10. In many rich countries agricultural employment *had been in long-term decline* as a share of total employment. 11. This year America's federal government *is on track to* let in about 240,000 temporary foreign workers. 12. Farm wages rose after the Mexicans *were sent packing*. 13. British farmers *are very good at lobbying* politicians. 14. Some farmers who employ lots of migrant labourers *are keen on* labour-saving machinery.

Ex. 7.4. Match the English phrases with their Russian equivalents.

1. wages on offer	a) открытые границы
2. baby bust	b) монотонная, однообразная работа
3. depth of dependence on	c) внезапный спад рождаемости
4. in real terms	d) ягоды
5. a strong incentive	e) трудоемкие культуры
6. careful handling	f) степень зависимости от...
7. open borders	g) привычный режим питания
8. soft fruit	h) автоматическое и полуавтоматическое оборудование
9. labour-saving machinery	i) сильный стимул
10. labour-intensive crops	j) в реальном выражении
11. repetitive jobs	k) предлагаемая зарплата
12. willing workers	l) грамотно управляемый проект
13. eating habits	m) законопроект, внесенный республиканцами
14. republican-sponsored bill	n) обычная зарплата
15. prevailing wage	o) старательные работники
16. well run scheme	p) бережное обращение

FOCUS ON GRAMMAR

Complex Subject

Инфинитивная конструкция, которую принято называть Complex Subject (сложное подлежащее), представляет собой сочетание существительного в общем падеже (или местоимения в именительном падеже) с инфинитивом. В предложении этот оборот выполняет функцию сложного подлежащего.

e.g. This method is known to be effective. – **Известно**, что этот метод эффективен.

В предложениях, содержащих инфинитивный оборот Complex Subject, сказуемое чаще всего выражено:

а) личной формой глагола в страдательном залоге. Из них наиболее распространенными являются глаголы *to know, to say, to report, to believe, to suppose, to think, to understand, to order, to expect, to see, to hear, to state, to consider, to declare, to assume, to require, to make, to force, to announce* и др. , которые на русский язык переводятся безличным или неопределенно личным предложением (*сообщается, сообщают, полагают, считают, ожидается, предполагается* и т. п.).

e.g. They are said to have designed a new device. – **Говорят, что** они сконструировали новый прибор.

в) глаголами *to appear, to seem, to prove, to happen, to chance, to turn out* в действительном залоге. В зависимости от контекста эти глаголы переводятся словами *кажется, представляется, производит впечатление, как видно, по всем данным, очевидно* и т. п.

e.g. The installation appeared to be quite necessary. – Установка **оказалась** совершенно необходимой.

с) личной формой глагола *to be*, за которым следуют прилагательные *likely, unlikely, certain, sure* и другие. После слов *likely (unlikely), sure, certain* действие, выраженное инфинитивом, обычно относится к будущему времени.

e.g. These problems are unlikely to be solved. – Эти проблемы **вряд ли будут решаться**. The economic problems facing France are certain to have strong repercussions. – Стоящие перед Францией экономические трудности **наверняка будут иметь** серьезные последствия.

Следует запомнить, что инфинитив, употребляемый в этой конструкции, логически относится к подлежащему и обозначает действие, выполняемое лицом / объектом, которые обозначены подлежащим.

He is known to work at this plant. – Известно, что он работает на этом заводе. / Он, как известно, работает на этом заводе.

Формальное сказуемое (*is known*) переводится либо вводным словом (*известно*), либо безличным предложением (*Известно, что...*)

В таблице, которая приводится ниже, показано, как обычно переводятся формальные сказуемые в конструкции Complex Subject:

He	<p>is reported to... is believed to... is considered to... is thought to... is understood to...</p> <p>is expected to... is alleged to... is heard to... is seen to...</p> <p>is felt to... is known to... was said to... was supposed to... was found to... was announced to...</p>	<p>Передают/Сообщают, что он... Полагают/Считают, что он... Считают/Считается, что он... Считают/Думают, что он... По имеющимся сведениям (он)...; Считают/Считается, что он...; По существующей договоренности / Согласно договоренности (он)...</p> <p>Ожидается/Предполагается, что (он)...</p> <p>Говорят/Считают, что (он) якобы...</p> <p>Имеются сведения, что (он)...</p> <p>Считается/ Рассматривается / Рассматривают, что (он)...</p> <p>Считают, что он...</p> <p>Известно, что он...</p> <p>Говорили, что он...</p> <p>Предполагали, что он...</p> <p>Обнаружили, что он...</p> <p>Объявили, что он...</p>
He	<p>seems to... appears to... proved to... turned out to... happens /happened/ chanced to... tends to... pretended to... claims to...</p>	<p>Кажется, что он... По-видимому он... Он оказался.../Оказалось, что он... Он оказался.../Оказалось, что он... Случайно (он).../ Случилось так, что он... Он часто (делает)... / склонен.../стремится (делать)...</p> <p>Он притворился, что... Он утверждает, что...</p>

He	is likely to...	По-видимому/Похоже на то, что... По всей вероятности/Вероятно...
	is unlikely to...	Маловероятно, чтобы... Едва ли / Вряд ли....
	is sure/certain to...	(Он) обязательно / наверняка/определенно...

Важно также помнить, что разные инфинитивы в конструкции Complex Subject передают разные временные характеристики действия и переводятся на русский язык по-разному. Например, **неперфектный инфинитив** переводится либо настоящим, либо будущим временем:

He is known to go to work to N. – Известно, что он **уезжает (поедет)** работать в N.

Инфинитив Continuous обозначает либо действие в процессе совершения, либо запланированное действие в ближайшем будущем:

He is known to be taking his exam. – Известно, что он **сдаёт** экзамен (сейчас).

Перфектный инфинитив обозначает совершённое действие и переводится прошедшим временем:

He is said to have passed his exam successfully. – Говорят, он **успешно сдал** экзамен.

Ex. 7.5. Choose the right form of the infinitive.

1. Сообщают, что делегация уже приехала. The delegation is reported (to come, to have come, to be coming).

2. Говорят, что он был здесь раньше. He is said (to be, to have been, was) here before.

3. Известно, что он работает над этой проблемой много лет. He is known (to be working, to have been working, to work) on this problem for many years.

4. Ожидают, что этот опыт будет проведен завтра. This experiment is expected (to make, to be made, to have been made) tomorrow.

5. Утверждают, что этот закон открыт Ньютоном. This law is stated (to be discovered, was discovered, to have been discovered) by Newton.

6. Говорят, он окончил наш университет. He is said (to graduate, graduated, to have graduated) from our University.

7. Известно, что он окончит наш университет через год. He is known (*to have graduated, will graduate, to graduate*) from our University in a year.

8. Говорили, что конференция открылась. The conference was said (*to open, opened, to have opened*).

9. Казалось, что он болен. He seemed (*to be, to have been, was*) ill.

10. Кажется, этот студент уже сдал экзамен. The student seems (*to pass, to have passed, has passed*) his exam.

Ex. 7.6. Translate the sentences paying attention to the tense of the verb and the form of the infinitive.

A) 1. He is said to play volley-ball well. 2. He was said to play volley-ball well. 3. He is said to have played volley-ball well in his youth. 4. He was said to have played volley-ball well in his youth. 5. He is said to be playing volley-ball. 6. He is said to have been playing volley-ball since morning.

B) 1. Mr Bill is believed to know Russian customs. 2. Mr Brock is considered to be an experienced doctor. 3. He was thought to be translating a poem. 4. The treaty was reported to have been discussed at the conference. 5. Jane was expected to leave on Monday evening. 6. The question is expected to be settled at once. 7. Mr Robin is known to be respected by all his neighbours. 8. The public is believed to appreciate the new novel. 9. This song is said to have been very popular ten years ago. 10. The local train is said to leave in five minutes.

Ex. 7.7. Transform complex sentences into the simple ones using Complex Subject construction. Translate the sentences.

e.g.: *It is likely that he will find a new job soon.*

– *He is likely to find a new job soon.*

– *Вероятно, он скоро найдет новую работу.*

1. It is likely that we shall get some news from him soon.

2. It is likely that he will be appointed a director of this school.

3. It is unlikely that they will agree to take part in the expedition.

4. It is unlikely that the goods will be unloaded today.

5. It is likely that they know where Ann works.

6. It is likely that he is on his way home.

7. It is very likely that they have concluded the agreement.

8. It is unlikely that the meeting will be postponed.

9. It is very likely that he will recover in the near future.

10. It is unlikely that they have received our telegram.
11. We are sure that everything will be all right.
12. I am certain that this medicine will help you a lot.
13. It is likely that there will be much rain this spring.
14. It is believed that the poem was written by an unknown soldier.
15. It is said that this book is popular among both the old and the young.
16. It is known that his book was published in two European countries.
17. It is supposed that this playwright is working on a new comedy.
18. It seems that you don't approve of the idea.
19. It has been found that this mineral water is very good for health.
20. It so happened that he missed some lectures.

Ex. 7.8. Read the following sentences from the article, identify the Complex Subject construction, translate the phrases into Russian.

1. Earlier this year Slawomir Brzusek learned that the Ukrainian women who were supposed to work on his farm near Krasnik would not be coming.
2. Some farmers who employ lots of migrant labourers are keen on labour-saving machinery. But they seem to be unusual. In general, a plentiful supply of willing workers appears to deter growers from investing in technology.
3. Some politicians tend to make an exception for seasonal farm workers.
4. Because there are usually more willing migrants than farm jobs, and because workers tend to be hired in groups, they have a strong incentive to behave impeccably and ensure that others do, too.

READING

Ex. 7.9. You are going to read an article about seasonal agricultural labour. Look through the text and for questions 1–8 choose from paragraphs 1–17.

Which paragraph mentions

- ✓ reasons for decline in unemployment in Poland?
- ✓ why seasonal agricultural labour keeps coming to rich countries?
- ✓ how global flow of workers has changed farming?
- ✓ how British eating habits have changed and why?
- ✓ responsibilities of New Zealand's farmers before migrant workers?
- ✓ why rich countries can't lure unemployed locals into the fields?
- ✓ why farmers in rich countries prefer to hire foreign workers?
- ✓ results of abolishing bracero program in the USA?

Ex. 7.10. Read the article carefully and do the exercises after the text.

SEASONAL AGRICULTURAL LABOUR

Here today, gone tomorrow

KRASNIK¹

Hostility to migrants is on the rise, but farm hands keep coming

1. Every year for the past seven years, Halyna has taken time off from her waitressing job in Zakarpattia², in south-western Ukraine, to lead a team of Ukrainian fruit-pickers on a farm outside Krasnik, in eastern Poland. She stays for one month or several, depending on her papers. Working from six o'clock in the morning until the evening, she can earn three or four times more a day than she does at home.

2. Locals once picked Poland's fruit and vegetables. That changed in 2004, when the country joined the European Union, and Poles³ were permitted to work in Britain, Ireland and Sweden. Over the next seven years the rest of the EU⁴ opened its doors. Unemployment in Poland has fallen sharply and wages rose by 30% in real terms in 2004-17, according to the OECD⁵, a rich country club. Field work seems less appealing to Poles these days.

3. Migrants from the east have replaced the locals. This year around 500,000 seasonal workers from outside the EU worked on Polish farms – up from fewer than 200,000 in 2014. Some have been busy since early summer, picking strawberries, then raspberries, then apples. They are the largest group of legal migrant farm workers in any rich country. But there are plenty more elsewhere.

4. In 2013 America's federal government allowed farmers to fill 99,000 jobs with temporary foreign workers, most of whom came from Mexico. This year it is on track to let in about 240,000. A Republican-sponsored bill would raise the limit to 450,000 a year and allow them to stay for up to three years. Germany – which, like other European countries, has opened its fields to workers from Bulgaria, Romania and other eastern EU member-states – also admits about 60,000 Ukrainians a year. Smaller programmes in Australia, New Zealand and South Korea are growing fast.

5. Even politicians who rail against immigration tend to make an exception for seasonal farm workers. "We're gonna let them in," said Donald Trump in May. While welcoming foreign farm workers, Poland *has fenced out* refugees. Britain's government interprets the vote to leave the European Union primarily as a vote against open borders. Even so, in September it

announced a special programme *to bring in* seasonal farm workers from outside the EU.

6. Perhaps it is because farmers are so good at lobbying politicians. Perhaps it is because, at least in theory, migrant farm workers go home in winter. Perhaps it is because many workers live in trailers on farms, where they are invisible to the general population. Perhaps it is because many of them are white. Whatever the reason, seasonal agricultural labour has become a big exception to the rule of ever-tightening borders and ever-harsher anti-migrant rhetoric in rich countries. And this global flow of workers has changed farming.

7. In many rich countries, including America, Britain, France, Ireland, Italy, Spain and New Zealand, agricultural employment had been in long-term decline as a share of total employment. About ten years ago the decline stopped. With more workers available, farmers have been able to grow more of the kind of crops that require careful handling.

8. In Britain asparagus and soft fruit are now planted more widely than in 2004, when the country opened its doors to Polish and other eastern European workers. And though cause and effect cannot be disentangled, this might have changed British eating habits. Britons munched more than twice as much soft fruit in 2017 as in 2000. “People eat blueberries for breakfast,” says Jack Ward, head of the British Growers Association⁶. “Ten years ago, that didn’t really happen.”

9. The depth of farmers’ dependence on migrant workers is clearest when the workers fail to turn up. Earlier this year Slawomir Brzusek learned that the Ukrainian women who were supposed to work on his farm near Krasnik would not be coming. Their leader had found an indoor job in Warsaw⁷. “It was a time of uncertainty. The raspberries were ready; I was truly worried,” he remembers. Eventually he found other workers from Ukraine, though not quite enough to pick all the raspberries in his fields. He told the workers to pick the nicest berries and leave the rest.

10. When the schemes are well run, seasonal migration can transform people’s lives. New Zealand’s “recognised seasonal employer” programme began in 2007 with 5,000 migrant workers and has grown to 11,000. Almost all the workers who take part in this scheme are men from poor Pacific islands such as Tonga⁸ and Vanuatu⁹. They are housed by New Zealand farmers, who also pay half the cost of their return tickets and guarantee them a certain amount of work. If the workers fail to depart at the end of the year, the farmers must pay for their removal.

11. When John Gibson of the University of Waikato¹⁰ and David McKenzie of the World Bank¹¹ evaluated the programme in 2014, they found huge effects. The average worker from Tonga or Vanuatu earned NZ\$12,000¹² (currently \$7,900) in a season, of which he sent NZ\$5,000 home. After two years, households with a migrant member had higher incomes and savings, and nicer homes, than similar households without one. Few development programmes can boast such good results.

12. To prevent migrant workers from undercutting natives, New Zealand's farmers must show they have tried to hire local people, and must pay migrants more than the prevailing wage. These measures are probably pointless. In most rich countries, locals will not do repetitive farm jobs for the wages on offer. Since 1999, Germany has tried several times to restrict the number of foreign migrant workers, in order to lure unemployed locals into the fields. These efforts have had little effect, partly because unemployment has been low in the areas where labour-intensive crops are grown.

13. Foreign workers are self-regulating, points out Philip Martin, who studies migrant labour at the

can be attached to a tractor. Inevitably called “Robocrop”, this takes out not only weeds growing between rows of crops (which any old machine can do) but also weeds growing between plants in a row. Prices start at £80,000 (\$105,000); Philip Garford, the managing director, says that it can do the job of 30 men with hoes. Other inventors are working on strawberry-picking robots. But strawberries are tricky – and raspberries, which must be pulled gently off hulls, trickier still. “If someone invents a mechanised way to pick raspberries, they will win a Nobel prize,” says Andrzej Tybulczuk, director of Krasnik’s employment office.

17. What worries Poland’s farmers is the danger that Ukraine’s store of willing workers will be picked clean. Ukraine’s young adult population is shrinking because of its post-communist baby bust, and farmers in Germany and Britain can pay higher wages. Polish farmers will probably have to look further afield, perhaps to South Asia or sub-Saharan Africa, whose workers will stand out more in an overwhelmingly white country. But if it works in New Zealand, perhaps it can in Europe.

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NOTES

¹ **Krasnik** – Красник, город в Польше, входит в Люблинское воеводство

² **Zakarpattia** – Закарпатье (Закарпатская область), регион на западе Украины, административный центр – г. Ужгород

³ **Poles** – поляки

⁴ **EU** = European Union – Европейский союз, Европейское экономическое сообщество

⁵ **OECD** = Organisation for Economic Co-operation and Development – Организация экономического сотрудничества и развития

⁶ **British Growers Association** – Британская ассоциация производителей сельскохозяйственной продукции

⁷ **Warsaw** [ˈwɔːsɔː] – г. Варшава, столица Польши

⁸ **Tonga** – о-ва Тонга (Тихий океан, государство Тонга)

⁹ **Vanuatu** – Вануату (Республика Вануату), на островах Новые Гебриды, Тихий океан

¹⁰ **Waikato** – Ваикато, административный район в Новой Зеландии с центром в г. Гамильтоне; **University of Waikato** – Университет Ваикато, в Гамильтоне

¹¹ **World Bank** – Всемирный банк

¹² **NZ\$** – новозеландский доллар

¹³ **University of California, Davis** – Калифорнийский университет в г. Дейвис

¹⁴ **bracero** [bra:ˈse(ə)rəʊ] – мексиканец, получивший разрешение на кратковременное пребывание в США в качестве сезонного рабочего

READING AND VOCABULARY COMPREHENSION

Ex. 7.11. Find in the article the English equivalents of the following expressions.

1) Взять освобождение от работы, 2) собирать фрукты и овощи, 3) протестовать против въезда в страну, 4) оказывать давление на политиков, 5) независимо от причин, 6) требовать бережного обращения, 7) ограничить количество иностранных мигрантов, 8) привлечь местных безработных, 9) страна с преобладанием белого населения, 10) нанимать на работу местное население, 11) зарабатывать в день в два-три раза больше (чем дома), 12) безработица резко сократилась, 13) заработки выросли, 14) сделать исключение для..., 15) за пределами Евросоюза, 16) исключение из правила, 17) изменить сельское хозяйство, 18) длительный спад, 19) принимать участие в проекте, 20) обратный билет, 21) более высокие доходы и сбережения, 22) программа развития, 23) способствовать росту занятости и увеличению зарплат местных рабочих, 24) роботизированный попольщик.

Ex. 7.12. Commonly confused words. Complete the sentences with the correct form of the word.

1. raise smth / rise (rose, risen)

a) A Republican-sponsored bill would _____ the limit to 450,000 a year and allow them to stay for up to three years. b) Farm wages _____ after the Mexicans were sent packing. c) Please _____ your hand before you speak. d) She had taken several years off _____ a family, so there was a large gap in her work history. e) It is still too early, I think in mock amusement, the fish haven't _____ yet.

2. employ / employer / employee /employment /unemployment

a) That new _____ is really a hard worker. b) Long-term _____ remains a major social problem. c) Who is your current _____? d) These industries usually _____ unorganized workers. e) The new factory should provide _____ for hundreds of workers.

3. depend / dependent / dependence / dependability / dependable

- a) They are seeking a _____ person to look after their summer home in the off-season. b) Our _____ upon foreign oil makes our economy vulnerable. c) Older workers bring experience and _____ to their work. d) The salary is _____ on experience and qualifications. e) The poorer countries _____ on aid from richer nations.

Ex. 7.13. Give comprehensive answers to the questions about the text.

1. When did local workers stop picking fruit and vegetables on Polish farms? Why?
2. What happened in Poland when EU countries opened their doors?
3. Who works on Polish farms now when many Poles went to work in other EU countries?
4. How many temporary foreign workers are allowed to come to the USA this year?
5. What is the situation like in rich European countries? And in Australia and New Zealand?
6. Does Poland admit refugees?
7. What countries does Britain bring in seasonal farm workers from?
8. According to the article, what are the possible reasons for welcoming so many foreign farm workers?
9. How has this global flow of workers changed farming?
10. How has seasonal migration transferred people's lives?
11. On what conditions are foreign migrant workers admitted to New Zealand?
12. Why don't migrant workers and the locals seem to be rivals?
13. Why do farmers prefer to hire migrant labourers?
14. When and why did John F. Kennedy abolish the bracero programme?
15. What happened when the Mexicans in the USA were sent packing?
16. What labour-saving machinery could reduce the number of farm workers?
17. Why is it next to impossible to invent a mechanical way to pick raspberries?
18. What worries Poland's farmers?

Ex. 7.14. Give a summary of the article. Make use of the plan for rendering texts on page 146.

UNIT 8

INVESTING IN AGRICULTURE

Words to know before reading

- abound** – иметься в большом количестве
- agriculture-focused funds** – фонды, связанные с сельским хозяйством / ориентированные на сельское хозяйство
- almonds** [ˈɑːmədz] – миндаль
- alternative-investment fund** – фирма, которая занимается альтернативными инвестициями
- annual returns** – годовая прибыль, годовой доход
- arable** – пахотная (земля)
- asset appreciation** – повышение/увеличение стоимости активов
- at a greater scale** – во все больших/возрастающих масштабах, в более широком масштабе
- be aligned** [əˈlaɪnd] **with** – соответствовать, совпадать, отвечать требованиям времени
- be keen on smth** – быть чрезвычайно заинтересованным в чем
- belatedly** – запоздало, с запозданием, задним числом
- be reassured** – получать заверения в том, что..., отбросить сомнения
- bolster** – стимулировать, усилить
- capital market** – фондовый рынок
- cash-strapped** – безденежный, испытывающий недостаток средств
- crop yields** – урожайность
- downturn** – спад деловой активности, кризис
- dub** – назвать, прозвать
- dubious** [ˈdjuːbiəs] – сомнительный
- entice** [ɪnˈtaɪs] – увлекать, заманить
- fads** – причуды, прихоти, увлечения, мода
- farming savvy** – фермерская смекалка
- fertile ground** – плодородная почва, (*перен.*) благодатная основа, значительные возможности
- flipping** – быстрая перепродажа
- flock** – (*n*) стадо овец, отара; (*v*) стекаться, собираться
- forte** [ˈfɔːt(e)i] – сильная сторона
- handful** – горсть, пригоршня, небольшое количество
- hardy** – смелый, отважный, дерзкий, безрассудный
- high-yielding** – высокоурожайный

ill-suited – не подходящий, непригодный, неподходящий
immense [ɪˈmens] – огромный, громадный, безмерный
incentive – стимул, побуждение
indeces [ˈɪndisiːz] – индексы, показатели
institutional investor – институциональный инвестор, инвестиционная организация, организация-инвестор
investment case – обоснование инвестиций, набор инвестиционных инструментов, инвестиционная привлекательность
joint venture – совместное предприятие
land title – право собственника на землю
landlord – помещик, сдающий землю в аренду; крупный землевладелец; хозяин
land-price bubble – пузырь цен на землю
liken – находить сходство, уподоблять
offspring – отпрыски, потомки, потомство
outperform – превосходить/превзойти ожидания, оставить за собой
plot of land – участок земли, земельный участок
private-equity firm – частная инвестиционная фирма
productivity gains – повышение/рост производительности
returns – окупаемость, поступления, рентабельность
soar [sɔː] – резко возрасти, быстро подниматься
sovereign-wealth fund – фонд национального благосостояния, суверенный инвестиционный фонд
specialist funds – специальные фонды
sprawling [ˈsprɔːliŋ] – разросшийся, крупный, простирающийся на большие расстояния
spray system – водораспылительная система
stocks and bonds – акции и облигации
touch and sniff – потрогать и понюхать
track records – показатели работы, достижения
underdeveloped – недостаточно развитый, слаборазвитый
up-front capital – начальный / стартовый капитал
upgrade – модернизировать, улучшать, доводить до ума
vineyard – виноградник

PRE-READING

Ex. 8.1. Translate into Russian the following word combinations.

A. 1) hardy investors, 2) sprawling cities, 3) arable land, 4) agricultural productivity, 5) institutional investors, 6) fertile ground, 7) annual returns, 8) low volatility, 9) increasing demand, 10) shrinking supply, 11) pricey robots, 12) financial group, 13) its own agricultural academic centre, 14) farming savvy, 15) peculiar risks, 16) dubious protection, 17) financial deals, 18) the past decade, 19) dietary fads, 20) cash-strapped governments.

B. 1) agricultural productivity gains, 2) farm gates, farmland, farm subsidies, farm investing, 3) bumper crop prices, commodity prices, land-price bubble, 4) plots of low-value land, 5) tax incentives, 6) asset appreciation, asset classes, paper assets, assets one can touch and sniff, 7) capital market, outside capital, up-front capital, 8) pension fund, specialist fund, agriculture-focused fund, funds focused on infrastructure, funds targeting real estate, 9) private-equity firm, private-equity approach, 10) land titles, 11) consultant records, track records, 12) investor's incentives, investment officer, investment portfolio, investment thesis, alternative-investment firm, 13) joint venture, 14) water access, 15) soil health, animal health.

Ex. 8.2. Match the English expressions with their Russian equivalents.

- | | |
|--------------------------|---|
| 1) put together | a) ведущий участник рынка |
| 2) demand for | b) вместе взятые |
| 3) keep up with demand | c) вызвать изменение |
| 4) capital market | d) далеко за пятьдесят |
| 5) force a shift | e) дешевая земля, земля пониженной товарной ценности |
| 6) in the late fifties | f) заключить сделку |
| 7) bumper crop | g) исказить действия рыночных механизмов |
| 8) do a deal | h) молочная компания |
| 9) low-value land | i) налоговый стимул, налоговая льгота |
| 10) supply | j) не выдерживать сравнения, бледнеть на фоне, бледно выглядеть в сравнении |
| 11) tax incentive | k) небывалый урожай |
| 12) distort the market | l) недвижимость, землевладение |
| 13) poor soil management | m) нерациональное землепользование |
| 14) interest-rate hikes | n) предложение (чего) |
| 15) dairy company | o) рост процентных ставок |
| 16) boost milk | |
| 17) real estate | |
| 18) market leader | |

- | | |
|---------------------------|---------------------------------------|
| 19) pale in comparison to | p) спрос на |
| 20) commodity prices | q) увеличить надои молока |
| | r) удовлетворять спрос |
| | s) фондовый рынок |
| | t) цены на сырьевые товары / на сырье |

Ex. 8.3. Practise reading the following words and phrases.

barbarian [ba:ˈbe(ə)riən] – варвар, дикарь, невежа, пришелец;
entrepreneur [ˈɒnrəprəˈnɜ:] – предприниматель;
financier [faɪˈnænsiə] – финансист, инвестор;
successor [səkˈsesə] – преемник, наследник, продолжатель дела;
orchard [ˈɔ:ʃəd] – фруктовый сад;
farming techniques [tekˈni:ks] – агротехника;
antiquated dykes [ˈæntikweɪtɪd ˈdaɪks] – устаревшие дамбы;
quintile [ˈkwɔ:taɪl] – квинтиль (в статистике);
expertise [ˈɛkspɜ:ˈti:z] – специальные знания, компетентность

Ex. 8.4. In the article there are quite a few phrasal verbs and idiomatic expressions. Study them, and then translate the sentences below the list of verbs and collocations.

A)

buy out smb – уплатить кому-л. за отказ от права на имущество / за отказ от должности

farm out – сдавать землю в аренду, отдавать на откуп, передавать в другую организацию

find out – узнать

flow in – притекать

gobble up – захватывать, поглощать

lease out – сдавать в аренду, сдавать внаем

push up – повышать / повесить

put off – отпугивать, отбить аппетит, мешать

1. Institutional investors such as pension funds see farmland as *fertile ground to plough*, either doing their own deals or *farming them out* to specialist fund. Some act as landlords by buying land and *leasing it out*.
 2. Farmers often have no successor, because offspring do not want to farm or cannot afford to *buy out* family members.
 3. Using “big-data” analytics to plant and cultivate seeds can *push* crop yields *up* 5 %.
 4. Most investors *are put off* by the sector’s peculiar risks and complexities.
 5. Sprawling cities

are gobbling up arable land. 6. More money *will flow in*, if financiers and farmers learn a lot more about each other.

B)

as they come – на редкость, удивительно, исключительно, неизменно, поразительно

be on solid ground – опираться на солидный фундамент, иметь под собой прочную основу

burst with ideas – переполняться идеями, взрываться идеями

cause smb to do smth – заставить кого делать что

cotton on to – осознать, понять

get around to doing smth – собраться сделать что-то / осуществить намерение, пойти на (выполнение чего)

get one's boots dirty – влезть в самую грязь, запачкать сапоги, (*перен.*) заняться практической работой

get one's hands dirty – испачкать руки, (*перен.*) заняться практической / черной работой; погрузиться в работу

go against the grain – протестовать, не соглашаться

go nuts for smth – сходить с ума от чего / по чему, помешаться на...

pick low-hanging fruit – взять то, что само идет в руки; максимально облегчить себе жизнь; решать самые простые задачи, не требующие особых усилий; найти быстрый и легкий способ получения прибыли (*буквально 'собирать низко висящие плоды'*)

reap big rewards – пожинать плоды, вознаграждаться сторицей

separate the wheat from the chaff [ʃɑ:f] – (*библ.*) отделять зерна (пшеницу) от плевел (т. е. определить, что полезно или ценно, а что бесполезно)

to boot – к тому же, вдобавок, в придачу

1. Financiers more often found buying and selling companies *have cottoned on to* the opportunity. 2. Farmland has been a great investment over the past 20 years, certainly in America, where annual returns of 12 % *caused some to dub it* “gold with a coupon”. 3. Clever farmers, scientists and entrepreneurs *are bursting with ideas*. 4. Those *going against the grain* warn of a land-price bubble. 5. The investment case is *on solid ground*. 6. In America and Britain, where tax incentives have distorted the market, it outperformed most major asset classes over the past decade, and with low volatility *to boot*. 7. Some are already *getting their boots dirty*. 8. Money managers need *to get their hands dirty* and *find out* more about crops. 9. The Chinese *have gone nuts for* almonds. 10. These are *the equivalent of picking*

low-hanging fruit. 11. Investors need to *separate the wheat from the chaff*, too. 12. But those willing to climb over the barriers could *reap big rewards*. 13. Cash-strapped governments in Europe and America *may get around to cutting* farm subsidies. 14. The investment thesis is as simple *as they come*, as Mark Twain realised long ago: “*Buy land, they’re not making it any more.*”

FOCUS ON GRAMMAR

Infinitive construction ‘for + smb (smth) + to do smth’

Инфинитивный оборот «for + существительное (объектное местоимение) + инфинитив» представляет собой единую синтаксическую группу, в которой действие, выраженное инфинитивом, относится к лицу или предмету, обозначенному существительным или местоимением в объектном падеже. Инфинитив при этом употребляется как в действительном, так и в страдательном залоге.

Перевод этого оборота в каждом конкретном случае зависит от его функции в предложении. На русский язык оборот может переводиться:

1. Придаточным предложением с союзами «чтобы; для того, чтобы». **e.g.** It was too dark and late *for her to walk* alone in that dangerous place. – Было слишком темно и поздно *для того, чтобы она одна могла ходить* в том опасном месте.

2. Иногда инфинитивный комплекс может переводиться инфинитивом или существительным в дательном падеже с инфинитивом.

e.g. It is not *for us to decide*. – Не *нам* это *решать*.

It is necessary *for them to do* the work today. – *Им необходимо сделать* эту работу сегодня. (*Необходимо, чтобы они сделали* эту работу сегодня.)

It is very important *for me to do* it. – *Для меня (мне) очень важно сделать* это. (Очень *важно, чтобы я сделал* это.)

Следует быть внимательным при переводе, так как «for» с последующим инфинитивом не всегда представляет собой данную конструкцию. «For» может быть предлогом или союзом, а инфинитив может оказаться в функции определения или обстоятельства. Сравните примеры:

e.g. It is important to check the results of the experiment *for* the conclusions *to be made* must be very accurate. – Важно проверить результаты эксперимента, *так как* выводы, *которые необходимо сделать*, должны быть очень точными

e.g. As for the method to be discussed it didn't prove to be reliable. – **Что касается** метода, **который необходимо обсудить**, то он оказался ненадёжным.

В первом примере «for» является союзом «так как», а во втором примере «for» – это предлог («as for» = «что касается»). В обоих предложениях инфинитив выполняет роль определения к стоящему перед ним существительному.

Ex. 8.5. Finish off the sentences below so they are true for you. Compare your ideas to your partner's.

1. In order for my dream to come true ...
2. It would be uneconomical for me to ...
3. It would be interesting for my parents / friends to ...
4. Nothing is impossible for me to do if / when ...
5. It is really tiring for me to ...
6. The most fabulous thing for my mother / father / friend / sister / brother to ... is ...
7. I've entered this university, now it is for me to ...

Ex. 8.6. Open the brackets using the 'For+smb/smith+to-Infinitive' construction.

1) Japanese is difficult _____ (Europeans / learn). 2) She knows this is the signal, it's time _____ (she / go). 3) It may be uneconomical _____ (we / have) the most up-to-date equipment. 4) She said nothing and waited _____ (he / continue). 5) He knows there are people who would gladly see him dead. There is no way _____ (he / not / know) it. 6) We were glad of the excellent wine my father brought _____ (we / celebrate) with. 7) "This is a sad announcement _____ (I / make)," the priest said to the parishioners. 8) The first time you write a software program, it takes a long time to get it right. Once you've done it, it is actually relatively easy _____ (you / improve) it. 9) _____ (in order / the company / be) profitable, sales would need to rise by at least 60 %. 10) It didn't happen because there was no need _____ (somebody / come) into the room.

Ex. 8.7. Rephrase the sentences as in the example.

e.g.: – It is necessary that you should take this medicine regularly.
– It is necessary **for you to take** this medicine regularly.

1. The ice has become too thin, so the boys can't go skating. 2. Let us wait till a definite answer will arrive. 3. The main thing is that we, all of us, should work in close cooperation. 4. It is quite natural that she should act like that. 5. It is necessary that you should be self-organized and disciplined. 6. It is necessary that you should get rid of this bad habit. 7. It is important (necessary) that you should study the local customs of the country you are going to. 8. It is necessary that you should ask him for permission to go there with him. 9. It is important that David should keep an appointment with the manager. 10. This is a lesson which you must remember for the rest of your life. 11. It is something extraordinary that a man of his age should be so active and full of vitality.

Ex. 8.8. Point out 'For + smb / smth + to-Infinitive' construction in the following sentences. Translate them into Russian.

1. For more money to flow in, financiers and farmers will have to learn a lot more about each other. 2. There was no home for him to go to. 3. He waited for me to sit down. 4. It is not for you to make terms (условия). It is for you to accept them. 5. There is nothing for us to do but amuse ourselves. 6. There were plenty of papers for him to read and to look through, but he left them alone. 7. For me to write about that time in detail is impossible. 8. He opened the door of his room for her to go out. 9. Some troubles with authorities have made it necessary for him to be much abroad. 10. My house is always ready for anyone to come into. 11. This isn't the time for us to quarrel. 12. Edward saw that she was impatient for him to be gone. 13. He waited for Bert to say something. 14. This text is easy enough for you to read without a dictionary. 15. The crew put down a ladder for me to regain the ship.

READING

Ex. 8.9. Look through the article and answer the questions:

Who does the author refer to saying 'barbarians'?

Why is the article titled "Barbarians at the farm gate"?

Ex. 8.10. Read the article carefully and do the exercises after the text.

INVESTING IN AGRICULTURE

Barbarians at the farm gate

Hardy investors are seeking a way to grow their money

1. In the next 40 years, humans will need to produce more food than they did in the previous 10,000 *put together*. But with sprawling cities gobbling up arable land, agricultural productivity gains decreasing, and demand for biofuels increasing, *supply is not keeping up with demand*. Clever farmers, scientists and entrepreneurs *are bursting with ideas*. But they need money to make this jump.

2. Financiers more often found buying and selling companies *have cottoned on to* the opportunity. Farm gates have traditionally been closed to capital markets: nine in ten farms are held by families. But demography is forcing a shift: the average age of farmers in Europe, America and New Zealand is now *in the late fifties*. They often have no successor, because offspring do not want to farm or cannot afford to *buy out* family members. In addition, adopting new technologies and farming *at ever-greater scale* require the sort of capital few farmers have, even after years of bumper crop prices.

3. *Institutional investors* such as *pension funds* see farmland as fertile ground to plough, either doing their own deals or farming them out to *specialist funds*. Some act as landlords by buying land and leasing it out. Others buy *plots of low-value land*, such as pastures, and upgrade them to higher-yielding orchards. Investors who are keen on even bigger risks and rewards flock to places such as Brazil, Ukraine and Zambia, where farming techniques are often still underdeveloped and potential productivity gains immense.

4. Farmland has been a great investment over the past 20 years, certainly in America, where *annual returns* of 12% *caused some to dub it* “gold with a coupon”. In America and Britain, where tax incentives have distorted the market, it outperformed most major asset classes over the past decade, and with low volatility *to boot*. Those *going against the grain* warn of a land-price bubble. Believers argue that increasing demand and shrinking supply – as well as urbanisation, *poor soil management* and pressure on water systems that are threats to farmland – mean the *investment case* is on solid ground.

5. It is not just the asset appreciation and yields that attract outside capital, says Bruce Sherrick of the University of Illinois¹ at Urbana-Champaign²: as important is the diversification to portfolios that farmland offers. It is uncorrelated with paper assets such as stocks and bonds, has proven relatively resistant to inflation, and is less sensitive to economic shocks (people continue to eat even during downturns) and to *interest-rate*

hikes. Moreover, in the aftermath of the financial crisis investors are reassured by assets they can touch and sniff.

6. Some are already getting their boots dirty. In 2009 Hassad, part of Qatar's³ *sovereign-wealth fund*, asked Bydand Global Agriculture⁴ to buy nearly 50 farms in Australia and merge them into a single investment portfolio. Terrapin Palisades, a *private-equity firm*, bought a dairy company and some vineyards and tomato fields in California⁵, and converted all to grow almonds, whose price *has soared* as the Chinese *have gone nuts for them*. Such conversions require *up-front capital* and the ability to survive without *returns* for years.

7. The private-equity approach can take the form of simple improvements, such as changing irrigation from *antiquated dykes* and canal networks to automatic *spray systems*: these are the equivalent of *picking low-hanging fruit*. Pricy robots can boost milk per cow by 10–15 %. Using “big-data” analytics to plant and cultivate seeds can push crop yields up 5 %. “This is an industry where the gap between the top and bottom quartile is greater than anywhere else,” says Detlef Schoen of Aquila Capital, an *alternative-investment firm*.

8. And yet the 36 *agriculture-focused funds*, with \$15 billion under management, *pale in comparison to* the 144 *funds focused on infrastructure* (\$89 billion) and 473 targeting real estate (\$163 billion), according to Preqin, a data provider. TIAA-CREF, an American financial group, is a market leader with \$5 billion in farmland, from Australia to Brazil, and its own agricultural academic centre at the University of Illinois. Canadian pension funds and Britain's Wellcome Trust⁶ are among those bolstering their farming savvy.

9. Most investors are put off by the sector's peculiar risks and complexities. Weather, commodity prices, soil health, water access, dietary fads and animal health are not the forte of the average pension-fund investment officer. Political risks abound: cash-strapped governments in Europe and America may (belatedly) *get around to cutting* farm subsidies. In poor countries, *land titles* may give outsiders dubious protection – if those countries even allow foreign ownership of land in the first place.

10. Some liken the sector to real estate and infrastructure 20 years ago. It lacks indices, consultant reports and track records. But unlike skyscrapers or pipelines, farming offers few of the multi-billion-dollar deals that are needed to entice mega-investors.

11. For more money *to flow in*, financiers and farmers will have to learn a lot more about each other. Money managers need *to get their hands dirty*

and *find out* more about crops. Only a handful have the expertise needed; farmers gleefully share stories of Wall Street⁷ types wondering *how chicks are planted*. And farmers can do more to attract capital, for example by *seeking out* financial deals where investors' incentives *are aligned with* their own, such as through *joint ventures*.

12. Investors need to *separate the wheat from the chaff*, too. Farm investing requires patience; it is ill-suited to flipping and trading. But those willing to climb over the barriers could *reap big rewards*. The investment thesis is as simple *as they come*, as Mark Twain⁸ realised long ago: "Buy land, they're not making it any more."

The Economist, December 31st, 2014 – January 3rd, 2015

NOTES

¹ **University of Illinois** [ˈɪlɪˈnɔɪ] – Иллинойский университет, университет Иллинойса (штат США)

² **Urbana-Champaign** – Урбана-Шампейн (сдвоенный город Шампейн и Урбана в центре штата Иллинойс)

³ **Qatar** [ˈkætɑː] – Государство Катар (сев.-вост. часть Аравийского полуострова)

⁴ **Bydand Global Agriculture** – австралийский оператор сельхозугодий

⁵ **California** – Калифорния, штат США

⁶ **Wellcome Trust** – независимый международный благотворительный фонд с центром в Лондоне, финансирующий медицинско-биологические исследования

⁷ **Wall Street** – Уолл-стрит (улица в Нью-Йорке, где находится биржа); (*перен.*) инвестиционное сообщество США, американский финансовый капитал

⁸ **Mark Twain** (1835–1910) – Марк Твен, американский писатель и журналист. Автор юмористических, сатирических и социально-критических новелл и романов; его книги о Томе Сойере и Геке Финне – классика детской литературы.

READING AND VOCABULARY COMPREHENSION

Ex. 8.11. Find in the article the equivalents of the following collocations.

1) взятые вместе, 2) спрос на биотопливо, 3) средний возраст фермеров, 4) а также, 5) урожаям, 6) акции и облигации, 7) экономический спад, 8) после финансового кризиса, 9) виноградники, 10) миндаль,

11) по сравнению с, 12) запоздало, 13) в отличие от, 14) небоскребы, 15) трубопроводы, 16) финансисты, 17) необходимые специальные знания и опыт, 18) терпение, 19) быстрая перепродажа.

Ex. 8.12. Match the beginnings and the endings of word expressions.

- | | |
|-----------------|----------------------------------|
| 1. to gobble up | a) farm subsidies |
| 2. to buy out | b) outside capital |
| 3. to adopt | c) land |
| 4. to lease out | d) dubious protection |
| 5. to upgrade | e) the market |
| 6. to distort | f) new technologies |
| 7. to attract | g) foreign ownership of land |
| 8. to cut | h) arable land |
| 9. to allow | i) family members |
| 10. to entice | j) plots of low-value land |
| 11. to give | k) diversification to portfolios |
| 12. to offer | l) investors |

Ex. 8.13. Fill in the gaps with prepositions.

1) to keep up ___ demand, 2) to burst ___ ideas, 3) to cotton on ___ the opportunity, 4) to liken the sector ___ real estate, 5) to farm out ___ specialist funds, 6) pressure ___ water systems, 7) to climb ___ the barriers, 8) to be keen ___ risks and rewards, 9) to be resistant ___ inflation, 10) to merge ___ a single portfolio, 11) to survive ___ returns for years, 12) to boost milk ___ cow by 10–15 %, 13) funds focused ___ infrastructure, 14) to separate the wheat ___ the chaff, 15) ___ the past 20 years, 16) diversification ___ portfolios, 17) sensitive ___ economic shocks, 18) to find out more ___ crops, 19) to flock ___ places such as..., 20) threats ___ farmland, 21) to eat even ___ downturns.

NB!

Особенность этой статьи заключается в том, что когнитивная информация в ней тесно переплетена с эмоциональным отношением автора к сообщаемым фактам, причем эмоциональная информация передается с помощью широкой палитры языковых средств. Почти всегда образность достигается за счет творческого использования тематической лексики.

Идиомы и фразеологизмы, библейское выражение, использованное в статье, содержат «сельскохозяйственно-растительные слова»:

...cotton on to the opportunity, those going against the grain..., ...picking low-hanging fruit, the Chinese have gone nuts for (almonds), to separate wheat from the chaff.

Ряд устойчивых выражений также построен на метафорическом использовании сельскохозяйственных терминов: 'pension funds see farmland as fertile ground to plough, 'the investment case is on the solid ground', 'reap big rewards'.

В переносном значении употребляются также глаголы *to flock*, *to grow*, *to plant*. Сравн., *flock* – стадо, отара (овец) → *to flock* – держаться стадом, сбиваться в кучу, собираться толпой → *слетаться, стекаться*: "Investors <...> flock to places such as Brazil, Ukraine and Zambia...". В этом предложении, кстати, содержится и скрытая отсылка к известной поговорке "Birds of feather flock together" (Птицы одного оперения собираются вместе /Одного поля ягода / Яблоко от яблони недалеко падает /Рыбак рыбака видит издалека).

Ироническое обыгрывание глаголов *to grow* и *to plant* достигается путем нарушения сочетаемости:

'a way to grow money' (вместо 'to make money'), хотя в этом нарушении сочетаемости также есть аллюзия на поговорку "Money doesn't grow on trees." (Деньги на деревьях не растут / деньги с неба не падают / деньги на дороге не валяются);

'...farmers gleefully share stories of Wall Street types wondering how chicks are planted.' (Если речь идет о разведении цыплят, то используется глагол *to raise* 'one can raise chickens', ну а глагол *to plant* сочетается со словами 'seeds /corn / flowers'). В известной цитате Марка Твена, которой завершается статья, юмористический эффект также создается нарушением сочетаемости слов: "Buy land, they're not making it any more." ('Покупайте землю, ее больше не производят.')

Ex. 8.14. Answer the questions about the text.

1. What may prevent humans from producing more food in the years to come?
2. Why have financiers got interested in farmland? (What made financiers get interested in farmland? What makes farmers seek out financial deals with outsiders?)
3. What kinds of investors are keen on doing deals with farmers?
4. What attracts outside investors to farmland?
5. What did Qatar's investment fund do in 2009?

6. What did Terrapin Palisades, a private-equity firm, buy? What did it do with its purchases? Why?
7. What else do outside investors do with farmland?
8. Do agriculture-focused funds outstrip rival firms?
9. Why do agriculture-focused funds pale in comparison to funds focused on infrastructure or targeting real estate?
10. What is to be done to attract more outside capital to farmland / farming?

Ex. 8.15. Complete the sentences with the correct form of the words.

1. farm / farmer / to farm / farming

- a) My uncle has been a _____ for 60 years. b) This _____ has suddenly become a goldmine. c) _____ is his main source of income. d) Those not holding the ID cards are not allowed _____. e) Running a _____ is hard work. f) She grew up on a dairy _____. g) Several people will be demonstrating traditional _____ techniques. h) He's a young _____ whose **family** has been growing wheat for many generations.

2. to invest / investor / investment / investing

- a) The work also requires a huge _____ of time. b) They backed the new enterprise by _____ in it. c) She's a very savvy _____. d) Many people think it is safest _____ in property. e) He had _____ heavily in the bond market. f) It is an _____ that pays 5 percent. g) Each _____ will receive a proportionate share of the profits.

Ex. 8.16. Give a summary of the article. Make use of the plan for rendering texts on page 146.

UNIT 9

FARMING IN THE NETHERLANDS

Words to know before reading

alert [əˈlɜ:t] – предупреждать, привлечь внимание

ammonia – аммиак

app = application – приложение

be 200 times the size of – быть в 200 раз больше/крупнее

be infused with – быть пронизанным чем / тесно переплетаться с

biodiversity [ˌbaɪəʊdaɪˈvɜ:sɪti] – биологическое разнообразие

boost productivity – повысить производительность
carbon-dioxide [dai'ɒksaid] **emission** – выброс углекислого газа
carpet bomb – зд. душить спамом, завалить рекламными объявлениями
concerned about – обеспокоенный (чем)
contaminate [kən'tæmineit] – загрязнять, заражать
dung [dʌŋ] – навоз, органическое удобрение, компост
enable smb – поддерживать, приспособливать, давать возможность
enviable ['enviəbl] – завидный
excess ['eksəs] – излишний, избыточный, сверхнормативный
expertise ['ɛkspɜ: 'ti:z] – специальные знания и опыт, компетентность, информационно-консультационные услуги, профессиональный опыт
farming techniques [tek'ni:ks] – агротехника, методы ведения сельского хозяйства
give a warning – предупредить, предостеречь
good environmental practices – экологически рациональная деятельность, надлежащая экологическая практика
grazing cattle – выпас скота
grim – безжалостный, зловещий, отвратительный, ужасный
hovering – висящий, парящий
inherit – унаследовать, получить в наследство
insulation ['insju 'leɪʃn] – изоляционный материал
manure [mæ'njuə] – навоз, органическое удобрение
monitor one's health – следить за здоровьем
plagued by ['pleɪgd] – преследуемый, пораженный (чем)
reclaimed land – осушенный участок земли, мелиорированная земля
recycle [ri'saɪkl] – переработать, вторично пускать в оборот
sign [saɪn] – табличка, вывеска, знак
solar panel – солнечная батарея
stable [steɪbl] – стойло, хлев
store – хранить
sustainability – экологичность, устойчивость
sustainable – экологичный, экологически устойчивый, не наносящий ущерб экологической среде
technology infusion – внедрение технологии
unmanned machine – станок для безлюдной технологии, гибкий производственный модуль
wasted feed – непроизводительно использованный / испорченный корм
zoom past – пронестись / проноситься мимо

PRE-READING

Ex. 9.1. Translate into Russian the following word combinations.

1) enviable productivity, 2) unmanned machines, 3) wasted feed, 4) technology-infused farmers, 5) high-value crops, 6) agricultural exports, 7) limited resources, 8) dairy company, 9) good environmental practices, 10) sustainable intensive agriculture, 11) improved farming technique, 12) annual emission of ammonia, 13) reclaimed land, 14) excellent insulation, 15) hovering cameras, 16) the only way forward, 17) sustainable and intensive farm production, 18) traditional farming methods, 19) in this way, 20) by then.

Ex. 9.2. In the article there are some phrasal verbs and idiomatic expressions. Study them, and then translate the sentences below the list of verbs and collocations.

be in the lead – быть впереди, лидировать, занимать главенствующее положение

be second only to – уступать (кому)

be worth twice in gold – быть в два раза дороже золота (*cf. be worth its weight in gold* = высоко цениться, цениться на вес золота)

carpet bomb – проводить сплошное бомбометание, подвергать ковровым бомбардировкам со сплошным поражением объектов; **carpet-bombing** – ковровая бомбардировка, бомбометание с высокой плотностью, полное уничтожение (NB! В предложении ниже это слово употребляется метафорически, поэтому потребуется контекстуальный перевод)

chase into – загонять / загнать в

go all-out for – изо всех сил стараться для / ради

keep an eye on smth – глаз не спускать, наблюдать за (кем/чем)

roll out the red carpet – принять по высшему разряду / на высшем уровне / с почестями, расстелить красную дорожку

1. This farm is run by robots. The farmer just needs *to keep an eye on his phone*. An app alerts him if a cow needs human attention. 2. Tomato seeds treated by a Dutch agribusiness *are worth-literally-twice their weight in gold*. 3. The value of the country's agricultural exports *is second only to America*, a country *200 times the size of the Netherlands*. 4. In February Wageningen University *rolled out the red carpet to welcome China's biggest dairy company*. 5. This food scandal *has chased consumers into the*

arms of foreign brands. 6. The grim practice of *carpetbombing* flat fields with manure and fertilizer contaminated fields and water. 7. Dutch farmers *are now going all-out* for sustainable intensive agriculture. 8. The *Dutch are in the lead* in sustainable and intensive food production.

Ex. 9.3. Translate the phrases paying attention to the multiple-meaning words.

clean (<i>adj</i>) – чистый, (<i>adv</i>) – начисто	clean (<i>v</i>) – чистить; (<i>n</i>) – чистка
milk (<i>n</i>) – молоко; (<i>adj</i>) – молочный	milk (<i>v</i>) – доить
feed (<i>n</i>) – корм	feed (<i>v</i>) – кормить
run (<i>v</i>) – бежать / бегать	run (<i>v</i>) – управлять, руководить
monitor (<i>n</i>) – дисплей, монитор	monitor (<i>v</i>) – следить, наблюдать
double (<i>adj</i>) – двойной	double (<i>v</i>) – удваивать
only (<i>adv</i>) – только	only (<i>adj</i>) – единственный
increase [ˈɪŋkri:s] (<i>n</i>) – увеличение	increase [ɪnˈkri:s] (<i>v</i>) – повышать, расти
export [ˈɛkspɔ:t] (<i>n</i>) – вывоз, экспорт	export [ɛksˈpɔ:t] (<i>v</i>) – экспортировать
excess [ɪkˈses] (<i>n</i>) – излишек, избыток	excess [ˈɛkses] (<i>adj</i>) – избыточный, лишний

1. Robots *feed* 180 cows, *monitor* their health, *clean* their stables and *milk* them whenever the cows choose. 2. Are your hands *clean*? 3. The car needs a good *clean*. 4. We scrubbed (*мыть, скрестми*) the tables *clean*. 5. The machines enabled him *to double* the number of cattle, *increase* the milk yield per cow by 10–15 % and reduce *wasted feed*. 6. Do you take *milk* and sugar in your tea? 7. She was staring at her computer *monitor*. 8. Now the Dutch are seeking to sell not *only* their food but their expertise to foreign farmers concerned about limited resources and quality control. 9. Sustainable and intensive food production, where the Dutch are in the lead, is the *only* way forward. 10. Farmers now effectively deal with *excess* dung. 11. *Excess* heat can be recycled and stored for winter by warming ground water. 12. The tests found *an excess* of sodium in his blood. 13. Carbon-dioxide emissions from agriculture could *increase* by another 30 % by 2050. 14. There could be an *increase* in cardiovascular diseases as a result of *increase* in temperature.

FOCUS ON GRAMMAR

Participles and their functions

Причастие в английском языке относится к неличным формам глагола. Причастия делятся на два вида: **Participle I** (иначе эта форма называется Present Participle или V₄) и **Participle II** (иначе – Past Participle или V₃).

Participle I образуется от основы любого глагола путем прибавления суффикса **-ing**: *to read – reading, to work – working, to do – doing*. Это причастие соответствует в русском языке действительному причастию, которое образуется с помощью суффиксов *-ущ-* (*-ющ-*) или *-ащ-* (*-ящ-*): *reading – читающий, working – работающий, doing – делающий, breaking – бьющий, ломающий*.

Participle II образуется у правильных глаголов путем прибавления к основе окончания **-ed**: *to play – played, to translate – translated, to wash – washed*. У неправильных глаголов **Participle II** совпадает с третьей формой глагола (V₃): *to break – broken, to write – written, to make – made*. **Participle II** соответствует русскому страдательному причастию настоящего или прошедшего времени с суффиксами *-ем-* (*-им-, -ом-*), *-нн-, -т-* : *played – играемый / сыгранный, translated – переводимый / переведенный, washed – стираемый / постиранный, broken – сломанный / разбитый, written – написанный, made – производимый / произведенный*.

Так как причастия обладают глагольными свойствами, например, сохраняют формы времени и залога, в английском языке имеются сложные формы причастия:

	Participle I	Participle II	Perfect Participle
Active	translating	–	having translated
Passive	being translated	translated	having been translated

Английское причастие выступает в предложении как в функции определения (за исключением перфектных форм), так и в функции обстоятельства (времени, причины, образа действия и сопутствующего обстоятельства). Контекст предложения обычно позволяет установить характер обстоятельственных отношений.

Способы перевода причастий в различных функциях.

1) *Определение*. В этой функции Participle I и Participle II переводятся либо соответствующими русскими причастием, либо придаточным предложением.

They passed a resolution *calling* for a world peace conference.

Они приняли резолюцию, *призывающую (призывавшую)* к созыву международной мирной конференции.

The data *obtained* are being carefully analyzed and studied.

Полученные данные тщательно анализируются и изучаются.

Tomorrow the campaign *supported* by nine organizations will hold a procession.

Завтра кампания, *которую поддерживают* девять организаций, организует процессию.

2) Обстоятельство. В функции обстоятельства причастие переводится деепричастным оборотом, придаточным или самостоятельным предложением, или иным способом, в зависимости от сочетаемости слов в русском языке.

Concluding his experiment he carefully noted the results.

Закончив опыт, он тщательно зафиксировал результаты.

Translating the text he consulted a dictionary for unknown words.

Переводя текст, он искал незнакомые слова в словаре.

При переводе текста он искал незнакомые слова в словаре.

Когда он переводил текст, он искал новые слова в словаре.

If given the opportunity, the industry will rapidly develop.

Если этой отрасли промышленности предоставит благоприятные возможности, она будет быстро развиваться

3) Часть сказуемого.

Participle I может быть частью составного сказуемого во временах группы *Continuous: to be + Participle I*

Jane *is reading* a book.

Джейн *читает* книгу.

We *were watching* an interesting programme.

Мы *смотрели* интересную программу.

Tomorrow when you come *I'll be translating* this paper.

Завтра, когда ты придешь, я *буду переводить* эту статью.

Participle II входит в состав сказуемого во временах группы *Perfect* (to have + *Participle II*) и в *Passive Voice* (to be + *Participle II*).

We *haven't done* the work yet.

Мы еще *не выполнили* работу.

The work *will be done* in time.

Работу *выполнят* вовремя.

This problem *hasn't been solved* yet.

Эту задачу еще *не решили*.

Ex. 9.4. Translate into Russian the following word combinations from the article paying attention to the participles.

1) farmers concerned about limited resources and quality control, 2) University, located in the heart of the country's "Food Valley", 3) company plagued by infant-food scandals, 4) an island made up mostly of rocks, 5) farms becoming larger and more productive, 6) the newest machines developed in Dutch laboratories, 7) traditional farming methods, as practised in most of the world.

Ex. 9.5. Translate the sentences paying attention to the -ing forms.

1. Landlords took over common land for sheep rearing, thus throwing many people off their holdings.

2. Looking through the newspapers we came across an interesting advertisement.

3. Being addressed in French he couldn't answer anything.

4. The student speaking to the professor knows English rather well.

5. While solving the problem Victor made a mistake.

6. Meeting somebody of good friends we say, «Hello».

7. Reading the letter she smiled.

8. Seeing their embarrassment (замешательство), he changed the subject.

Ex. 9.6. Translate the sentences with Participle II as an attribute.

1. The decision arrived at was to everybody's satisfaction.

2. The iron and steel produced at our plant are of high purity.

3. The processes discussed are of great importance for the country's industry.

4. The amount of coal extracted varies from mine (шахта) to mine.

5. The red room was a spare chamber, very rarely slept in.

6. The problem discussed dealt with safety in the mines.

7. I've read a book mentioned by my friend.

8. Asked what he thought of this type of machine he said that he had never seen a similar one.

Ex. 9.7. Choose the appropriate form of the Participle in the brackets, translate the sentences.

1. When (*asked, asking*) this question the student could not answer it at once. 2. The questions (*put, putting*) to me at the examination were not difficult. 3. Jones and Smith came in (*followed, following*) by their wives.

4. I have heard that piece (*playing, played*) many times. 5. (*Graduating, having graduated*) from the University, my brother went to work at a publishing house. 6. (*Working, worked*) at a mine, Peter studied at the extramural (заочный) department of the University. 7. Being the cheapest material (*using, used*) in the mines, timber is of great importance for mining industry. 8. When (*extracted, extracting*) coal is transported to the surface. 9. The channel (*linked, linking*) the two seas is being built now. 10. The explanation (*given, giving*) was not complete. 11. (*Having passed, passing*) all the examinations he left for Kiev. 12. When (*writing, have written*) a telegram, use as few words as possible. 13. (*Having passed, passing*) entrance examinations we were admitted to the University. 14. The article (*writing, written*) by our professor is very interesting.

READING

Ex. 9.8. Look through the article and mark the statements below as true (T) or false (F).

1. Hoeve Rosa farm belongs to Fons Kersten.
2. Incotec is an American agribusiness.
3. Incotec produces farm machinery.
4. The Netherlands exports more agricultural produce than the USA.
5. In the Netherlands fields and water are contaminated with radioactive fallout.
6. Dutch farmers use new technology and improved farming techniques.
7. Dutch farmers are the leaders in sustainable and intensive food production.

Ex. 9.9. Read the article carefully and do the exercises after the text.

FARMING IN THE NETHERLANDS

Polder¹ and wiser

SEVENUM²

Dutch farmers add sustainability to their enviable productivity

1. At the entrance to Hoeve Rosa farm, in the southern Dutch province of Limburg³, a sign gives a warning that unmanned machines might zoom past This farm is run by robots. They feed 180 cows, monitor their health, clean their stables and milk them whenever the cows choose. Fons Kersten, who runs the place, just needs to keep an eye on his phone. An app alerts him if a cow needs human attention.

2. After inheriting the farm, Mr Kersten in 2008 invested €500,000 (\$730,000) in the machines which enabled him to double the number of cattle, increase the milk yield per cow by 10–15 % and reduce wasted feed. Technology-infused farmers like Mr Kersten and his robots are changing agriculture in the Netherlands and the world.

3. Land and labour are expensive in northern Europe. To compete, Dutch scientists, businesses and government have always worked closely to boost productivity and develop high-value crops. As a result, tomato seeds treated by Incotec⁴, a Dutch agribusiness, are worth-literally-twice their weight in gold. Dutch cows now produce twice as much milk as they did in 1960. The result is that the value of the country's agricultural exports is second only to America, a country 200 times the size of the Netherlands.

4. Now the Dutch are seeking to sell not only their food but their expertise to foreign farmers concerned about limited resources and quality control. Mr Kersten's robots were developed by Lely⁵, a Dutch firm that exports to 70 countries. In February Wageningen University⁶, located in the heart of the country's "Food Valley"⁷, rolled out the red carpet to welcome China's biggest dairy company, Yili. Plagued by infant-food scandals⁸, which have chased consumers into the arms of foreign brands, the company chose Wageningen as its European centre for research and development.

5. It is not only food safety that sells. Consumers are becoming more concerned about whether farmers are adopting good environmental practices. Here, Dutch farms have had a bad reputation. A quarter of the country lies below sea-level. Reclaimed land was turned into monoculture "polders" for grazing cattle. The Netherlands has one of the lowest levels of biodiversity in Europe, alongside countries like Malta⁹, an island made up mostly of rocks. A result of farms becoming larger and more productive in the 1970s, without tighter environmental rules, was degradation of the land. The grim practice of carpetbombing flat fields with manure and fertilizer contaminated fields and water.

6. Much is changing, claims Albert-Jan Maat, chair of the Dutch farmers association. His members are now going all-out for sustainable intensive agriculture. Under pressure from government and consumers, new technology and improved farming techniques are cleaning up Dutch farms. The newest stables are built so that manure is instantly removed by underground conveyor belts. At 14kg per animal, annual emissions of ammonia – a measure of how effectively farmers deal with excess dung – are now second only to Denmark and far better than the European Union average of 25 kg.

7. The newest machines developed in Dutch laboratories rely on hover-

ing cameras to tell them which tomato plants need a dose of pesticides, reducing use by at least 85 %. Some greenhouses have solar panels and are energy producers rather than consumers: carbon-dioxide emissions have been cut by excellent insulation which means excess heat can be recycled and stored for winter by warming ground water, or turned into power for neighbouring houses; over 10 % of electricity in the Netherlands is produced in this way.

8. The world's population will be almost a third bigger in 2050. Estimates by the United Nations' Food and Agriculture Organisation¹⁰ show that carbon-dioxide emissions from agriculture could increase by another 30 % by then. Traditional farming methods, as practised in most of the world, are both expensive and environmentally damaging, says Harald von Witzke from Humboldt University in Berlin. Sustainable and intensive food production, where the Dutch are in the lead, he says, "is the only way forward."

The Economist, August 23rd, 2014

NOTES

¹ **polder** [ˈpɒldə] – пolder, осушенный участок морского дна или другого водоема

² **Sevenum** – Северюм /Севенум/, город в провинции Лимбург на юго-востоке Нидерландов

³ **Limburg** – Лимбург, провинция на юго-востоке Нидерландов

⁴ **Incotec** – компания по улучшению качества и производительности семян овощных и полевых культур, располагается в г. Энкхейзене, Нидерланды

⁵ **Lely** – компания-производитель сельскохозяйственной техники, базируется в г. Мааслунсе, Нидерланды

⁶ **Wageningen University** – Вагенингенский университет и научно-исследовательский центр. Был основан как высшая сельскохозяйственная школа в 1918 г. в г. Вагенинген, Нидерланды.

⁷ **Food Valley** – (*образн.*) 'Продовольственная долина', в этом названии содержится явная отсылка к знаменитой Кремниевой долине (Silicon Valley), центру микроэлектронной промышленности США. Таким образом показывается, что в Нидерландах находится центр передовых технологий в области производства продуктов питания.

⁸ **infant-food scandals** – скандал с детским питанием в Китае. В октябре 2008 г. выяснилось, что некоторые китайские производители пищевых продуктов добавляли в свою продукцию меланин с целью повышения измеряемой концентрации белка, в результате чего про-

дукты, в число которых входили и широко применяемые сухие молочные смеси для грудных детей, становились опасными для здоровья. По некоторым источникам, меламиновые добавки стали причиной заболеваний у нескольких десятков тысяч детей, а также по меньшей мере шести смертельных случаев.

⁹ **Malta** [ˈmɔ:ltə] – Мальта (государство)

¹⁰ **Food and Agriculture Organisation (FAO)** – Продовольственная и сельскохозяйственная организация ООН

READING AND VOCABULARY COMPREHENSION

Ex. 9.10. Find in the article English equivalents of the following words and word combinations.

1) Хлев / стойло, 2) крупный рогатый скот, 3) удой молока на корову, 4) рабочая сила, 5) семена, 6) знания / опыт, 7) потребители, 8) центр научных исследований, 9) безопасность продовольствия, 10) ухудшение земли / снижение плодородия почвы, 11) навоз, 12) удобрение, 13) ровное поле, 14) пестицид, 15) парник / теплица, 16) солнечные батареи, 17) биологическое разнообразие, 18) контроль за качеством продукции.

Ex. 9.11. Divide the words below into 8 pairs of synonyms.

dung, cut, cattle, electricity, robots, increase, manure, cows, agribusiness, techniques, reduce, power, machines, firm, boost, practices.

Ex. 9.12. Match the verbs and nouns to make collocations from the article, translate them into Russian.

- | | |
|-------------------|-----------------------------|
| 1) to change | a) the farm |
| 2) to feed | b) ground water |
| 3) to monitor | c) health |
| 4) to clean up | d) agriculture |
| 5) to milk | e) stables |
| 6) to run | f) fields and water |
| 7) to boost | g) productivity |
| 8) to sell | h) excess heat |
| 9) to contaminate | i) carbon-dioxide emissions |
| 10) to recycle | j) expertise |
| 11) to produce | k) cattle |
| 12) to cut | l) cows |
| 13) to warm | m) electricity |

Ex. 9.13. Translate the sentences from the article paying attention to the expressions in italics.

1) America is a country *200 times the size* of the Netherlands. 2) Yili is China's *biggest* dairy company. 3) Consumers are becoming *more concerned* about whether farmers are adopting good environmental practices. 4) The Netherlands has *one of the lowest levels of biodiversity* in Europe, alongside countries like Malta. 5) A result of farms *becoming larger and more productive* in the 1970s, without *tighter environmental rules*, was degradation of the land. 6) *The newest stables* are built so that manure is instantly removed by underground conveyor belts. 7) At 14kg per animal, annual emissions of ammonia – a measure of how effectively farmers deal with excess dung – are now second only to Denmark and *far better than* the European Union average of 25 kg. 8) *The newest machines* developed in Dutch laboratories rely on hovering cameras to tell them which tomato plants need a dose of pesticides, *reducing use by at least 85 %*. 9) The world's population will be almost *a third bigger* in 2050.

NB!

Частое использование в этой статье прилагательных в сравнительной и превосходной степени (см. предложения, собранные в упражнении 9.13) свидетельствует об эмоциональной оценке описываемых автором явлений. Кроме того, следует обратить внимание на каламбур в заглавии статьи – *Polder and wiser*. Особенность данного каламбура заключается не только в его ритмической двухчастной структуре, но и в неожиданном объединении двух несовместимых значений, имеющих одну графическую форму. Здесь *polder* – это польдер, осушенный участок морского дна, реалия, характерная для такой страны, как Нидерланды, а не сравнительная степень прилагательного, как следовало бы ожидать (сравн. созвучную конструкцию '*older and wiser*' = '*старше и мудрее*'). Эффект неожиданности, создаваемый столкновением этих далеких по смыслу слов, не только придает названию юмористический оттенок, но и обеспечивает референцию к тем явлениям, о которых речь пойдет в статье.

Ex. 9.14. Answer the questions about the article.

- 1) When did Mr Kersten inherit his farm?
- 2) Where is it situated?
- 3) How many cows are there on the farm?
- 4) What is unusual about the farm?

- 5) What do the robots do on the farm?
- 6) How much did Mr Kersten invest in the machines?
- 7) What did it enable him to do?
- 8) What made the Dutch turn their farming into sustainable and intensive agriculture? Give all the reasons.
- 9) Prove that the Dutch farmers are in the lead of sustainable and intensive food production.

Ex. 9.15. Find in the article the relevant information about the productivity and sustainability of Dutch agriculture and fill in the table.

enviable productivity	sustainability

Ex. 9.16. Give a summary of the article. Make use of the plan for rendering texts on page 146.

UNIT 10

DANISH AGRICULTURE

Words to know before reading

- a great deal of** – много
above all – самое главное
adjust [ə'dʒʌst] **blades** – отрегулировать режущие пластины / ножи
against that – (зд.) на фоне этого, на этом фоне; по сравнению с
armed with – вооруженный (чем)
attend to – уделять внимание, обращать внимание
bone – снимать мясо с костей, вынимать кости
bristle [brɪs(ə)l] – щетинка, щетина
calibrate – сортировать по размерам, стандартизировать
capital-intensive – капиталоемкий, капиталозатратный
carve the flesh – разделять тушу, резать на порции
cluster [ˈklʌstə] – (n) кластер, группа; (v) группироваться, объединяться
cutting machine – машина для резки
deliver [dɪ'livə] – доставлять
distaste for – неприязнь к (чему)
enormous [ɪ'no:məs] – громадный, огромный
exact contours [ɪg'zækt 'kɒntoʊz] – точные формы / очертания
factory farming – индустриальное сельское хозяйство, промышленные методы ведения сельского хозяйства

feedstock – сырье для промышленности, исходное сырье
fertile [ˈfɜːtaɪl] – плодородная (почва)
fetch a good price – хорошо продаваться, продаваться по высокой цене
flesh – плоть, (зд.) мясо
fly swat – хлопущка для мух, мухобойка (зд., возможно, инструмент для оглушения)
hardheaded – практический, трезвый, упрямый, хитрый
health-giving powers – целебные силы / свойства
high-end business – бизнес высшего уровня, высокопроизводительный
in their own right – сами по себе, по праву
information-technology tools – информационно-технологические средства
insular ways – ограниченные способы, способы внутреннего значения
keep an eye on – приглядывать за, вести наблюдение / мониторинг
killing line – линия первичной переработки скота, убойная линия
labour costs – издержки на оплату рабочей силы
living quarters – жилой модуль, жилая площадь
low-end – нижнего ценового сектора, бюджетный, низкопроизводительный, с ограниченными возможностями
make up – составлять
muck out – чистить свинарник / скотный двор, убирать навоз
near completion – близиться к завершению
Nordic [ˈnɔːdɪk] – нордический, скандинавский
pay off – оправдывать себя, стоить (чего)
public-private partnership – общественно-государственное объединение; партнерство, созданное государственным и частным сектором
put in a better mood – поднять настроение
render smth unsustainable – делать (что) неустойчивым, расточительным, экологически небезопасным, нежизнестойким
scold [skɔːld] – ошпаривать, обварить / обработать кипятком
sprout [sprəʊt] – (зд.) возникать, появляться
spur – подстегнуть, инициировать
stable – хлев, стойло
star chef – шеф-повар со звездой Мишлен, “звездный” шеф-повар
stock – скот
stunning room – помещение / цех для предубойного оглушения
thrive [θraɪv] – процветать
trot into – бежать рысью, семенить
trotter – свиная нога (*кулинарный термин*)
upside down – вверх ногами, вниз головой
vitality [vaɪˈtælɪti] – состоятельность, жизненная сила

PRE-READING

Ex. 10.1. Translate into Russian the following word combinations.

A. 1) labour costs, 2) farm products, 3) goods exports, 4) food industry, 5) meat products, 6) health problems, 7) consumer behavior, 8) factory farming, 9) pig farming, 10) food cluster, 11) food safety;

B. 1) fly-swatting workers, 2) wallet-draining labour costs, 3) post-industrial economy, 4) capital-intensive food industry, 5) information-technology tools, 6) health-giving powers, 7) productivity-spurring institutions, 8) public-private partnerships, 9) food-related subjects.

Ex. 10.2. Translate the sentences below paying attention to the expressions in italics.

be at the forefront – находиться в первых рядах, быть на переднем плане, оказывать решающее влияние, играть активную роль

be credited with – приписывать (кому что), ставить в заслугу

be in the air – витать в воздухе

be obsessed by – быть одержимым (чем), быть без ума от

be set to – быть настроенным (делать что-то), иметь твердые намерения (сделать что-то); иметь склонность к (чему-л.); брать курс на (что); ожидать

be tightly [ˈtaɪtli] regulated – жестко регулироваться

be well-placed to do smth – иметь все возможности для того, чтобы

1. She *is credited with* inventing a procedure that has helped to save thousands of lives. 2. Change *is in the air*. 3. Some people *are obsessed by* French wines. 4. She would do what she *was set to do* with great thoroughness. 5. This market *is the most tightly regulated by* the state. 6. In the years to come, our companies *will be well placed to benefit* not only from the growing participation of foreign investors. 7. The company *has always been at the forefront of* science and technology. 8. Demand *is set to rise by* 60 % by 2030, and Denmark's food cluster *is as well placed as any to benefit*.

Ex. 10.3. Practise reading the words.

ancient [ˈeɪnʃ(ə)nt] – древний, старый, многовековой

alternative [ɔ:lˈtɜ:nətv] – (зд.) аналог, заменитель

anxiety [æŋˈzaiəti] – тревога, беспокойство, забота

carcass [ˈkɑ:kəs] – туша (животного), убойина

entrepreneur [ˈɒntrəprəʊnɜ:] – предприниматель

expertise [ˈɛkspɜːˈtiːz] – компетентность, специальные знания и опыт
guide [ɡaɪd] – направлять, сопровождать
giant [ˈdʒaɪənt] – (*n*) гигант, исполин, великан; (*adj.*) огромный
huge [hjuːdʒ] – огромный
nascent [ˈnæs(ə)nt] – рождающийся, появляющийся
quiverful [ˈkwɪvəfʊl] – (*перен.*) большая семья
slaughterhouse [ˈslɔːtəhaʊs] – скотобойня, убойный цех
tightly [ˈtaɪtli] – строго, сильно, плотно
tiny [ˈtaɪni] – крошечный, маленький

FOCUS ON GRAMMAR

Different functions of the verb ‘to be’

Глагол *to be* является многофункциональным. В предложении он может быть полнозначным глаголом, может употребляться как вспомогательный глагол, глагол-связка или модальный глагол.

1. Полнозначный глагол. В этом случае он либо никак не переводится на русский язык, либо может переводиться словами ‘*представлять собой, являться, находиться, заключаться в том, что...*’:

<i>A dog is an animal.</i>		<i>Собака – это животное.</i>
<i>Egypt is in Africa.</i>		<i>Египет находится в Африке.</i>
<i>Iron is a metal.</i>		<i>Железо представляет собой металл.</i>

2. Вспомогательный глагол. Употребляется для образования форм группы Continuous и форм страдательного залога.

<i>She is reading a book.</i>		<i>Она читает книгу.</i>
<i>Arabic coffee is produced in Kenya.</i>		<i>Кофе ‘Арабика’ производят в Кении.</i>

3. Глагол-связка. В сочетании с последующим прилагательным или инфинитивом глагол *to be* образует составное сказуемое.

<i>The task of the committee is to find a solution to the problem.</i>		<i>Задача этой комиссии – найти решение проблемы.</i>
<i>My friend is very beautiful.</i>		<i>Моя подруга очень красива.</i>

4. Модальный глагол. Глагол *to be* в сочетании с инфинитивом имеет модальное значение и может выражать долженствование, обусловленное договоренностью или планом; возможность или намерение (желание). В этом случае глагол *to be* обычно переводится при помощи слов *должен, предстоит, может* или глаголом в будущем времени.

The Prime Minister is to go to Paris next week.

На следующей неделе премьер-министр должен поехать (поедет) в Париж.

Ex. 10.4. Translate into Russian paying attention to the verb to be.

1. Every week day pigs *are delivered* to the slaughterhouse. 2. The slaughterhouse *is enormous*. 3. Denmark *is* a tiny country. 4. Why *is* the food industry *thriving*? 5. Policymakers everywhere *are obsessed* by creating their own Silicon Valleys. 6. Plenty of smaller firms *are also sprouting*. 7. Several young companies *are making* information-technology tools for different bits of the business. 8. If all this spending on innovation *is to pay off* and Denmark's food industry *is to continue to thrive*, the country's farmers will have to overcome formidable challenges at home and abroad. 9. The company employs 800 people already and *is expected* to have 3,000 staff by 2020. 10. *There are* dozens of ways to boost bovine productivity.

Ex. 10.5. Complete the sentences below by filling in the correct forms of the verb to be.

We ¹ _____ reviewing salaries at the moment. However they ² _____ unlikely ³ _____ increased by more than the current rate of inflation, which ⁴ _____ 3 per cent. The future strength of the company depends on capital investment. When costs increase too much, capital investment ⁵ _____ reduced. This ⁶ _____ sure to affect the profitability and long-term strength of the company. We ⁷ _____ committed to the development of the company. This has always ⁸ _____ our objective and will continue ⁹ _____ so in the coming decade.

It is versus there is.

Ex. 10.6. Use the words from the box to complete the text below. Write one word in each space.

there are were it is will they be

¹ _____ ² _____ an airline in France called Air Europa. ³ _____ ⁴ _____ owned by a consortium of French, German, Danish and Dutch companies. ⁵ _____ ⁶ _____ too many airlines in Europe and ⁷ _____ ⁸ _____ likely that Air Europa ⁹ _____ ¹⁰ _____ bought out by one of the larger national carriers. ¹¹ _____ ¹² _____ a small company and ¹³ _____ unlikely to remain independent. This ¹⁴ _____ a common pattern in Europe where a few years ago ¹⁵ _____ ¹⁶ _____ many more airlines.

READING

Ex. 10.7. Look through the article and fill in the table.

A. What food-related subjects do these companies and institutions work on? What new products do they develop?

Company / institution	Area of research
LetFarm	<i>Information-technology tools for fields</i>
Bovisoft	
AgroSoft	
Webstech	
ISI Food Protection	
InOMEGA3	
Soy4you	
Cattle Research Centre	
DTU	

B. Describe activities of each company making use of the following verbs: is / are making...

focuses on...

deals with...

specialises in...

develops...

works on...

demonstrates that...

Ex. 10.8. Now read the article carefully and answer the questions after the text.

BRINGING HOME THE BACON

Tiny Denmark is an agricultural superpower

1. Every week day 20,000 pigs are delivered to the Danish Crown's¹ company slaughterhouse in Horsens², in central Denmark. They trot into the stunning room, guided by workers armed with giant fly swats. They are hung upside down, divided in two, shaved of their bristles and scalded clean. A machine cuts them into pieces, which are then cooled, boned and packed.

2. The slaughterhouse is enormous, ten football pitches long with 11km of conveyor belts. Its managers attend to the tiniest detail. The fly-swatting workers wear green rather than white because this puts the pigs in a better

mood. The cutting machine photographs a carcass before adjusting its blades to its exact contours. The company calibrates not only how to carve the flesh, but also where the various parts will fetch the highest prices: the bacon goes to Britain and the trotters to China.

3. Denmark is a tiny country, with 5.6m people and wallet-draining labour costs. But it is an agricultural giant, home to 30m pigs and a quiverful of global brands. In 2011 farm products made up 20 % of its goods exports. The value of food exports grew from 4 billion (\$5.5 billion) in 2001 to 16.1 billion in 2011. The government expects it to rise by a further 6.7 billion by 2020.

4. Why, in a post-industrial economy, is the food industry still thriving? Much of the answer lies in a cluster in the central region of the country. Policymakers everywhere are obsessed by creating their own Silicon Valleys³. But Denmark's example suggests that the logic of clustering can be applied as well to ancient industries as to new ones. In central Denmark just as in California, innovation is in the air, improving productivity is a way of life, and the whole is much greater than the sum of the parts. Entrepreneurs see the future in meat and milk.

5. The cluster includes several big companies, which act as its leading investors: Danish Crown, Arla⁴, Rose Poultry⁵ and DuPont Danisco⁶. (DuPont's purchase of Danisco in 2011, which created a great deal of anxiety about American multinationals buying up Denmark's crown jewels⁷, was a sign of the agricultural sector's vitality.) Plenty of smaller firms are also sprouting, which act as indicators of nascent trends and incubators of new ideas.

6. Though the food industry, capital-intensive and tightly regulated, is rarely rich soil for entrepreneurs, in Denmark it is fertile. Several young companies are making information-technology tools for different bits of the business: LetFarm for fields, Bovisoft for stables, AgroSoft for pigs, Webstech for grain. ISI Food Protection focuses on dealing with organisms that spoil food or spread poisoning. InOMEGA3 specialises in food ingredients containing Omega-3 fatty acids, which are credited with various health-giving powers. Soy4you develops alternatives to meat products. The cluster also has a collection of productivity-spurring institutions such as the Danish Cattle Research Centre and the Knowledge Centre for Agriculture. Danish universities remain at the forefront of the agro-industry: at Danish Technical University (DTU) 1,500 people work on food-related subjects. A tradition of public-private partnerships, which began with farmers forming co-operatives to improve production and marketing in the late 19th century,

continues to flourish. An Agro Food Park⁸ near Aarhus, backed by the industry and the regional government, is nearing completion. It employs 800 people already and is expected to have 3,000 staff by 2020.

7. The Cattle Research Centre, for example, demonstrates that there are dozens of ways to boost bovine productivity. Robots can do everything from milking cows to keeping them washed and brushed to mucking out their living quarters. The milking robot can also act as a “lab in the farm” by analysing the milk for signs of health problems. Microchips can keep an eye on cows’ behaviour. Carefully screened “Viking semen”¹⁰ can improve the quality of the stock.

8. The word on everyone’s lips is “innovation”. Big companies are building centres to develop new products. Arla is spending €36m on one in the Agro Food Park. DuPont’s centre in Aarhus is part of a global network with branches in America, Australia and China. They are also abandoning their insular ways, collaborating with startups and sponsoring food festivals and star chefs. Universities are adding departments: Aarhus now has a centre devoted to consumer behaviour in regard to food and DTU is focusing on ‘bio-silicon’ - applying IT to food.

Land of milk and honey-roast ham

9. If all this spending on innovation is to pay off and Denmark’s food industry is to continue to thrive, the country’s farmers will have to overcome formidable challenges at home and abroad. Among the Danish public, distaste for “factory farming” is increasing. “Borgen”, a popular television political drama, devoted an entire episode to criticising pig farming. Demand is shifting from the European Union, which consumes more than 60 % of Denmark’s food exports, to emerging countries, some of which are becoming agricultural powers in their own right. Growing pressure on natural resources such as water and feedstock could render some of the industry unsustainable.

10. Against that, food is a growing industry: demand is set to rise by 60 % by 2030, and Denmark’s food cluster is as well placed as any to benefit. Its companies have lots of expertise in food safety, for example: China has identified Denmark as a model. Danish firms are thriving at the high as well as the low end of the business: Noma, a celebrated restaurant in Copenhagen¹¹, has helped to create a cult of Nordic food, including pig’s tails, supplied by Danish Crown. Above all, perhaps, Danes are remarkably hard-headed about making money out of blood and soil: the Danish Crown

slaughterhouse organises regular tours for visitors, including schoolchildren, with views of the killing line.

The Economist, January 4th 2014

NOTES

¹ **Danish Crown** – Датская компания-производитель продуктов питания, занимается в основном мясопереработкой. Является крупнейшим в Европе производителем свинины.

² **Horsens** – Хорсенс, город в Дании.

³ **Silicon Valley** – Кремниевая долина, центр микроэлектронной промышленности США.

⁴ **Arla** – Датско-шведская компания, крупный производитель молочных продуктов. Штаб-квартира в г. Орхус.

⁵ **Rose Poultry** – компания по производству и переработке мяса.

⁶ **DuPont Danisco** – совместное предприятие между DuPont (американская химическая компания) и дочерней компанией Danisco, одной из крупнейших компаний Дании.

⁷ **crown jewels** – ‘драгоценности королевской казны’, (*разг.*) наиболее привлекательные составные части корпорации (дочерние компании)

⁸ **Agro Food Park** – центр агрокультурных инноваций неподалеку от Орхуса, построен в 2009 г. Центр принадлежит Датскому совету по сельскому хозяйству и продовольствию, на территории парка ведутся исследования в области сельского хозяйства и пищевой промышленности.

⁹ **Aarhus** [ˈɔ:hu:s] – г. Орхус.

¹⁰ **‘Viking semen’** – имеется в виду *sexed semen* (сексированная сперма быков для искусственного осеменения) фирмы VikingGenetics. Владельцами компании VikingGenetics являются 20 000 фермеров Дании, Швеции и Финляндии. VikingGenetics обеспечивает фермеров племенным материалом, предлагает наукоемкие продукты и решения в области селекции крупного рогатого скота для владельцев молочных и мясных хозяйств по всему миру.

¹¹ **Copenhagen** [kəʊpən ˈheɪɡən] – г. Копенгаген, столица Дании.

READING AND VOCABULARY COMPREHENSION

Ex. 10.9. Find the words in the article that mean the following.

1) Лицо, определяющее политический курс; разработчик экономической политики; 2) футбольное поле; 3) повысить производитель-

ность крупного рогатого скота; 4) ленточный конвейер, транспортная лента; 5) страны с переходной экономикой, динамично растущие страны; 6) штат, персонал, работники; 7) недавно созданная компания; 8) сельскохозяйственная сверхдержава; 9) крошечная страна; 10) плодородная почва; 11) доильный робот; 12) доить коров; 13) природные ресурсы; 14) развивающаяся отрасль, 15) знаменитый ресторан, 16) значительные трудности, 17) преодолевать трудности.

Ex. 10.10. Answer the questions.

1. How big is the Danish Crown's slaughterhouse? Where is it located?
2. What colour uniforms do slaughterhouse workers wear? Why?
3. How are pig carcasses cut at the slaughterhouse?
4. What countries are bacon and trotters from Denmark exported to? Why?
5. Why is Denmark considered to be an agricultural superpower?
6. What helps the food industry in Denmark to thrive?
7. What companies and institutions does the cluster in central Denmark include?
8. What are smaller firms (young companies / startups) engaged in?
9. How does the Cattle Research Centre contribute to boosting bovine productivity? What new products does it develop?
10. What new departments were created at Danish universities?
11. Why did a popular TV programme in Denmark devote an entire episode to criticising pig farming?
12. Why has China identified Denmark as a model?
13. What Nordic food was advertised by a celebrated restaurant in Copenhagen?
14. Why does the Danish Crown's slaughterhouse organize regular tours for visitors, even schoolchildren, with views of the killing line?

NB!

В этой статье о Дании представляет интерес каламбурное обыгрывание идиоматических оборотов. Фразеологизм, вынесенный в название статьи – *Bringing home the bacon* (*to bring home the bacon* = добиваться успеха, зарабатывать достаточно) метафорически выражает идейное содержание статьи. Ему вторит подзаголовок внутри статьи, *Land of milk and honey-roast ham*, который представляет собой деформированный фразеологизм '*land of milk and honey*' (= благодатная земля; молочные реки, кисельные берега), где '*ham*' перекликается с '*bacon*' в названии и дополняет образ страны.

Неоднократное использование игры слов, основанной на антонимии, подчеркивает центральную идею автора: *'Tiny Denmark is an agricultural superpower.'*; *'Denmark is a tiny country, with 5.6 m people and wallet-draining labour costs. But it is an agricultural giant, home to 30m pigs...'* *'Danish firms are thriving at the high as well as at the low end of the business.'*; *'Denmark example suggests that the logic of clustering can be applied as well to ancient industries as to new ones.'*; *'Though the food industry, capital intensive and tightly regulated, is rarely rich soil for entrepreneurs, in Denmark it is fertile.'*

Наконец, сочетание *blood and soil*, возможно, содержит неявную ссылку на идиоматический оборот *'blood and soul'* (= кровинушка) и используется автором для указания на скрытую иронию или даже осуждение: *'Above all, perhaps, Danes are remarkably hardheaded about making money out of blood and soil: the Danish Crown slaughterhouse organises regular tours for visitors, including schoolchildren, with views of the killing line.'*

Ex. 10.11. Match each sentence beginning with an appropriate ending.

- | | |
|--|---|
| <ol style="list-style-type: none"> 1. Every week day 20,000 pigs 2. The slaughterhouse is ten football pitches 3. The logic of clustering can be applied 4. In central Denmark innovation is 5. Entrepreneurs see the future 6. DuPont's purchase of Danisco 7. Food industry is capital-intensive 8. Several young companies are making 9. Omega-3fatty acids are credited with 10. Danish farmers started forming co-operatives 11. The European Union consumes more 12. The milking robots can analyse the milk | <ol style="list-style-type: none"> a) and tightly regulated. b) are delivered to the slaughterhouse. c) for signs of health problems. d) in meat and milk. e) in the air. f) in the late 19th century. g) information-technology tools for different bits of business. h) long with 11 km of conveyor belts. i) than 60 % of Denmark's food exports. j) to ancient industries. k) various health-giving powers. l) was a sign of the agricultural sector's vitality. |
|--|---|

Ex. 10.12. Fill in the gaps with the word from the box.

<i>giant enormous tiny attend to thriving includes alternatives to boost innovation celebrated food safety</i>
--

1. The slaughterhouse is _____.
2. Its managers _____ the tiniest detail.
3. Denmark is a _____ country, but it is an agricultural _____.
4. The food industry in Denmark is _____.
5. The cluster _____ several big companies.
6. Soy4you develops _____ to meat products.
7. There are dozens of ways _____ bovine productivity.
8. The word on everyone's lips is _____.
9. Danish companies have lots of expertise in _____.
10. Noma is a _____ restaurant in Copenhagen.

Ex. 10.13. Divide the words into the chains of synonyms.

Various, to sprout, to thrive, dozens of, fertile, different, a great deal of, to rise, to flourish, lots of, nascent, to boost, plenty of, rich, to increase, to improve, to emerge, emerging, lots of.

Ex. 10.14. Match the adjective with the nouns.

- | | |
|-----------------|-------------------|
| 1) agricultural | a) acids |
| 2) fly-swatting | b) brands |
| 3) ancient | c) governments |
| 4) global | d) industries |
| 5) leading | e) investor |
| 6) fatty | f) multinationals |
| 7) nascent | g) robot |
| 8) American | h) superpower |
| 9) regional | i) trends |
| 10) milking | j) workers |

Ex. 10.15. Give a summary of the article. Make use of the plan for rendering texts on page 146.

TEXT BANK

Text 1

PIG FARMS IN CHINA

Pre-reading tasks

1. Before reading translate the following expressions.

A. 1) traffic-clogged city, 2) video-gaming company, 3) state-of-the-art farm, 4) organic free-range hogs, 5) cloud-computing arm of Alibaba, 6) pig-rearing division, 7) multi-storey farms, 8) large-scale experiments, 9) small-scale farms, 10) big-data analysis, 11) pig-barn floors, 12) e-commerce firm, 13) facial-recognition tool.

B. 1) swine affiliate, 2) swine fever, 3) pig farm, 4) pig farmer, 5) pig business, 6) pig products, 7) pig farming, 8) water sources, 9) tap water, 10) animal husbandry, 11) family affair, 12) pork sausage, 13) pork prices, 14) feed quantities, 15) internet giants, 16) internet company.

PIG FARMS IN CHINA

Sows in the cloud

HANGZHOU¹

As swine-rearing modernises, Chinese internet firms go into pigsties

1. The sleek offices of NetEase in Hangzhou¹, a traffic-clogged city in eastern China, seem an unlikely place to find a farmer. Yet the video-gaming company also runs a pig-rearing division. Ni Jinde launched Weiyang, its swine affiliate, almost a decade ago, after a stint in its financial team. At a state-of-the-art farm in nearby Anji county², Mr Ni oversees the rearing and slaughter of 20,000 organic free-range hogs a year, with the aid of tracking sensors, big-data analysis and soothing music. A second farm, to open in December, will raise another 150,000.

2. NetEase has become part of a gigantic agricultural venture. China's 430m porkers account for over half of the world's herd, and its \$1trn industry produces more pork than any other country. Yet pig-rearing remains remarkably inefficient. It has long been a family affair: nine in ten of an estimated 40m pig farmers are thought to raise fewer than 50 hogs a year. Only about one in five Chinese sows is in industrialised production, esti-

mates Bill Christianson of Genus, a British firm that is the world's biggest supplier of breeding pigs.

3. But small-scale farms lack measures to prevent the spread of disease; this has allowed a deadly swine fever to run riot³ since a first reported case in August. In 2013 over 16,000 carcasses of pigs dumped by farmers were dredged from a river that supplies tap water to Shanghai. Since then, new pollution standards that ban livestock production near water sources or towns, and which require proper treatment of manure, have led to closure for tens of thousands of smallholdings.

4. The closures are likely to accelerate China's transition to modern production. Large-scale experiments in pig-rearing are under way in the form of multi-storey farms. A complex on Yaji mountain in southern China has 13 levels, with 1,000 pigs to a floor. But these structures are pricey, partly because of the measures they require to prevent disease from tearing through the building.

5. China's internet giants think that bringing technology to the pigsty is the answer. Mr Ni says that farms like Weiyang are "setting the example". It prides itself on⁴ rearing its hogs for 300 days in clean and wholesome conditions before they are sent to slaughter, twice as long as the typical life of a Chinese pig. This makes for tastier pork sausages and other pig products it sells online. NetEase is not alone in marrying tech and animal husbandry. JD.com, an e-commerce firm that is an investor in Weiyang, raises and sells "jogging chickens" that each take 1m steps before the chop, making the meat more succulent than that of sedentary fowl. In June the cloud-computing arm of Alibaba, an internet company based in Hangzhou, unveiled an "agricultural brain" that helps farmers monitor pigs in real time through visual and "voice" recognition powered by artificial intelligence.

6. Alibaba's programme, which is undergoing tests in Sichuan⁵ province, picks up the squeal of a crushed piglet or the bleat of a sick sow, and alerts the farmer. Cameras in the pens track daily activity and vital signs by way of numbers stamped on the animals' backs. It uses this trove of data to draw up exercise regimes. It reckons that its system can increase to 32 the number of piglets per sow per year, a measure of efficiency in the pig business. That would double the output of many Chinese farms.

7. Foreign suppliers also hope to put their snouts in the trough as pig farming industrialises. Hog Slat, an American maker of pig-barn floors, opened its third plant in China this year and plans seven more within four years. DSM, a Dutch supplier of feed, has launched an app through which Chinese farmers and suppliers can place orders, track inventories and moni-

tor feed quantities, as well as check pork prices. The app will eventually offer live-streaming and facial-recognition tools, which could detect the features of a porker's face and identify its genetic make-up. In China big data is meeting pig data.

The Economist, October 27th, 2018

NOTES

¹ **Hangzhou** – г. Ханьчжоу, административный центр провинции Чжэцзян, Китай

² **Anji county** – Аньци, уезд городского округа Хучжоу провинции Чжэцзян

³ **run riot** [ˈraɪət] – разбушеваться, выйти из-под контроля

⁴ **pride oneself on** – гордиться (чем)

⁵ **Sichuan** – провинция Сычуань

2. Match the adjectives with the nouns. Translate the word combinations

- | | |
|---------------|-----------------|
| 1. sleek | a) county |
| 2. unlikely | b) pigs |
| 3. nearby | c) treatment |
| 4. soothing | d) production |
| 5. breeding | e) offices |
| 6. reported | f) fowl |
| 7. proper | g) music |
| 8. modern | h) place |
| 9. artificial | i) intelligence |
| 10. sedentary | j) case |

3. Find in the article the English equivalents of the following phrases.

1) Гигантское сельскохозяйственное предприятие, 2) производство животноводческой продукции, 3) новые нормы на сброс загрязняющих веществ, 4) поставщик племенных свиней, 5) чистые и здоровые условия содержания, 6) продавать через интернет, 7) прямая трансляция, 8) показатель эффективности, 9) проходить испытания, 10) размещать заказы, 11) следить за количеством корма, 12) промышленное производство, 13) распространение болезни, 14) небольшое хозяйство, 15) современное производство.

4. Divide the words into the following thematic groups.

camera	slaughter	the chop	pricey	tracking sensor	herd
investor	big data	carcass	hog	plant	pigsty
tech	fowl	programme	piglet	pen	inventories
porker	hog	supplier	manure	feed	output
app	barn	efficiency	trough	facial recognition tool	sow
pork	price	pig-rearing			

Agriculture terms	IT terms	Economic terms

5. Answer the questions about the text.

1. What division does a video-gaming company in Hangzhou run? What is the company's name?
2. When was this affiliate launched?
3. Where is it located?
4. What kind of pigs do they raise there?
5. Why is this pig-rearing division called 'state-of-the-art farm'?
6. How many pigs are there?
7. What is Mr Ni responsible for?
8. Why is traditional pig-rearing considered to be remarkably inefficient?
9. How many pigs a year can a pig farmer in China raise?
10. What happened in 2013?
11. Why have a great number of small holdings been closed since that time?
12. What does a pig-rearing complex on Yaji mountain look like? How many pigs are raised there?
13. Why are these structures so pricey?
14. What does Weiyang farm pride itself on? Why?
15. What is JD.com? What is it known for? What kind of agribusiness is it involved in?
16. What is Alibaba's cloud-computing arm doing to marry tech and animal husbandry?
17. How can Alibaba's programme help farmers?
18. What is the response of foreign companies to the industrialised farm production in China?
19. What foreign suppliers are mentioned in the article?
20. What do they do in China?

Text 2

AGRITECH IN ISRAEL

Pre-reading tasks

1. Practise reading the following words.

Israel [ˈɪzreɪəl] – Израиль, **Israeli** [ɪzˈreɪli] – израильский, израильтянин
bollworm [ˈbɒlwɜːm] – коробочный червь, совка хлопковая
scourge [ˈskɜːdʒ] – бич, наказание, бедствие, беда
voracious [vəˈreɪʃəs] – прожорливый, ненасытный
diagnose [ˈdaɪəgnəʊz] – диагностировать, обнаружить, распознать
pharmaceutical [ˈfɑːməˈsjuːtɪk(ə)l] – фармацевтический, лекарственный
giant [ˈdʒaɪənt] – гигант
entrepreneur [ˈɒnrəprɛʊˈnɜː] – предприниматель
satellite [ˈsæt(i)laɪt] – искусственный спутник
cyber- [ˈsaɪbə] – кибер-

2. Before reading translate the following expressions.

A. 1) cotton farmers, 2) high-resolution imagery, 3) nutrient deficiencies, 4) cyber-security sector, 5) agritech firms, 6) agritech venture, 7) equity investment, 8) water management, 9) drip-irrigation system, 10) plant biology, 11) shelf life, 12) beehive maintenance, 13) venture-capital funds, 14) soil moisture;

B. 1) voracious appetite, 2) stunning rise, 3) rich pickings, 4) artificial intelligence, 5) edible coating, 4) trendy sectors, 5) alternative proteins, 6) inhouse research and development, 7) civilian R&D spending, 8) licensing patents, 9) bright young conscripts, 10) unpredictable environment, 11) geospatial imagery, 12) limited farmland.

AGRITECH IN ISRAEL

Silicon makes the desert bloom

How arid Israel is transforming farming

1. Pink bollworms are the scourge of cotton farmers. The insect is less than an inch long, but it has a voracious appetite for the plant's seeds. As a child living on Kibbutz¹ Ginosar, in Israel's north, Ofir Schlam would wake

up at dawn to inspect leaves for the pest. “They were really hard to find,” he recalls.

2. Spotting the enemy has become much easier. Four years ago, Mr Schlam cofounded Taranis, a company that uses high-resolution imagery from drones, planes and satellites to diagnose problems in the field – among them bollworms, diseases, dryness and nutrient deficiencies. Investors are joining the effort: in November, Taranis raised \$20m.

3. Faced with unfriendly neighbours and an arid climate, Israel has had to innovate to survive. Taranis is the poster child² of its stunning rise in agritech. Over 500 companies operate in the field, nearly twice as many as in the better-known cyber-security sector. A third of them did not exist five years ago. Israeli agritech firms attracted \$171m in equity investment in 2017, considerably more than those in bigger farming countries, such as Australia and Brazil.

4. Other countries have bet big on³ agritech, but⁴ Israel is ahead of all but⁵ America, say investors. Large countries with big appetites are taking notice. When Wang Qishan, China’s vice-president, visited Israel in October, he toured agritech exhibits. “Agricultural parks” using Israeli technology have mushroomed across China. Indian and African officials have also made recent trips to Israel seeking inspiration. Because it trades little with its neighbours, Israel long relied on the kibbutzim¹ and other collective farms to grow food for its rising population. That heritage is providing rich pickings today: 54 % of Israel’s agritech ventures are managed by someone who grew up in a kibbutz. Conditions forced them to be creative. The southern part of the country often receives less rainfall in a year than England gets in a day. That led to an early breakthrough in water management. In the 1950s Simcha Blass and his son, Yeshayahu, greatly reduced water use by applying it directly to the roots of plants. They helped form Netafim, the world’s leading maker of drip-irrigation systems, worth nearly \$1.9bn.

5. Newer companies are exploiting technological advances in areas such as plant biology and artificial intelligence. Startups founded in Israel last year include Sufresca, which is developing edible coatings that extend the shelf life of fruits and vegetables; Beewise, which uses artificial intelligence to automate beehive maintenance; and Armenta, which is working on new therapies to treat sick dairy cows. Other firms are targeting trendy sectors like pharmaceutical crops and alternative proteins.

6. The new firms benefit from an oversupply of produce worldwide, which has led to lower margins for farmers and greater demand for tools that increase productivity and boost profits. After an unprecedented round

of mergers in 2016, farming giants have been looking to cut costs. Shareholders are also looking for new ways of doing things (six out of the ten biggest food companies have replaced their CEOs⁶ in the past three years). Many firms see external innovation as faster and cheaper than inhouse research and development (R&D).

7. Israel's overall civilian R&D spending, measured as a share of GDP⁷, is more than that of any European country. Agritech gets a chunk of this cash. The government supports universities and labs; it has also invested in venture-capital funds and directly in startups. The country is good at turning ideas into profits. The Israel Institute of Technology (known as Technion) earns over half as much licensing patents as MIT⁸ in America, despite spending much less on research. Next year, for the first time, the government plans to sponsor pilot projects that connect startups with farmers, so that technology can be tried and tested locally before being introduced to international markets.

8. The state also helps in other ways. Military service is mandatory in Israel, where bright young conscripts spend years developing equipment or software that does well in unpredictable environments. Such skills have direct applications in agritech. Nadav Liebermann, the chief technology officer of CropX, a company that uses wireless sensors to measure soil moisture, served in a unit that created hardware for special forces, including devices placed underground in enemy territory to gather intelligence. His software chief, who learned to code in the army, ran a team of 50 developers at the age of 23. Two branches are particularly good at churning out tech entrepreneurs: Unit 8200, the army's signals- intelligence arm, and Unit 9900, which specialises in gleaning intelligence from geospatial imagery.

Small is not always beautiful

9. The next challenge for Israel's agritech firms will be scaling up. Limited farmland means they must look for partners abroad early on. So does the need to understand distant export markets with a different climate, like Brazil or the American Midwest. Founders of startups are often quick to sell up, rather than building their ventures into big global companies. Many re-invest their riches in new startups and buyers often continue to use Israel as their base for R&D. The danger is that, without bigger homegrown firms, many less-skilled Israelis – including kibbutzniks¹ – will be cut off from the booming tech industry.

The Economist, January 12th 2019

NOTES

¹ **kibbutz** [kiˈbʊts] – кибуц / киббуц, сельскохозяйственная коммуна в Израиле; **kibbutzim** – киббуцы; **kibbutznik** – кибуцник, член сельскохозяйственного кооператива

² **poster child** – наглядный пример, яркий пример, олицетворение

³ **bet big on** – делать серьёзную ставку на (что), связывать большие надежды с (чем)

⁴ **but** – но

⁵ **but** – кроме

⁶ **CEO** = Chief Executive Officer – руководитель организации, главный исполнительный директор

⁷ **GDP** = gross domestic product – ВВП (валовой внутренний продукт)

⁸ **MIT** = Massachusetts Institute of Technology – Массачусетский технологический институт, США

3. Match the company with its activities.

Taranis	a) works on new therapies to treat sick dairy cows
Netafim	b) develops edible coatings that extend the shelf life of fruits and vegetables
Sufresca	c) uses wireless sensors to measure soil moisture
Beewise	d) uses high-resolution imagery from drones, planes and satellites to diagnose problems in the field
Armenta	e) uses artificial intelligence to automate beehive maintenance
CropX	f) makes drip irrigation systems

4. Find in the article the English equivalents of the following phrases.

1) Враждебно настроенные (недружественные) соседи, 2) засушливый (сухой) климат, 3) сельскохозяйственные страны, 4) колхозы, 5) растущее население, 6) научно-технические достижения, 7) большие молочные коровы, 8) лекарственные культурные растения, 9) внешнее нововведение, 10) международные рынки, 11) военная служба.

5. Answer the questions about the text.

1. What pest is the scourge of cotton farmers? Why?
2. Why are pink bollworms hard to find on cotton leaves?

3. What technology is used on the farms today to spot pink bollworms?
4. What other problems in the field can be diagnosed with the help of this technology?
5. What facts prove the stunning rise in agritech in Israel?
6. What were the reasons for an early breakthrough in water management in Israel?
7. How was water use in farming reduced?
8. In what areas (sectors) are the latest technological advances used?
9. What are the startups founded in Israel a few years ago developing?
10. What do the new firms benefit from?
11. In what way does the government help to develop new technologies?
12. How does military service contribute to civilian R&D?
13. What problems does limited farmland create for Israeli agritech firms?

Text 3

ALASKAN AGRICULTURE

Pre-reading tasks

1. Practise reading the following words.

scheme [ski:m] – план, проект, программа

glacier [ˈglæsiə] – глетчер, ледник

acre [ˈeɪkə] – акр (единица площади = 0,4047 га = 4047 м²)

drill-rig roustabout [ˈrəʊstəbaʊt] – подсобный рабочий буровой бригады, разнорабочий на нефтепромыслах

tugboat [ˈtʌgbəʊt] – буксирный пароход, буксирный катер

neighbouring [ˈneɪb(ə)rɪŋ] – соседний, прилегающий, ближний

aubergine [ˈɔ:bəzi:n] – баклажан

2. Translate the following word combinations.

A. 1) down-and-out farm families, 2) frigid farms, 3) federal programme, 4) growing season, 5) plastic sheeting, 6) curved frame, 7) high tunnel, 8) Alaskan growers, 9) neighbouring farms, 10) food consumed, 11) local restaurants, 12) federally funded greenhouses, 13) Alaskan growers, 14) small village

B. 1) metal frame, 2) soil health, 3) tomato plants, 4) food independence, 5) tugboat captain, 6) gold miner, 7) produce box, 8) high-tunnel programme, 9) dinner plate, 10) summer / winter temperatures.

ALASKAN AGRICULTURE

Growing farmers

HOMER¹, ALASKA²

Tunnel vision³ in the chilliest state

1. ALASKA'S state fair⁴, which runs until September 5th, began as a celebration among residents of the Matanuska Colony⁵, a New Deal scheme⁶ under which 200 down-and-out midwestern farm families were moved to Alaska to see whether agriculture could gain a foothold⁷ in the coldest state. The state fair lives on, but little more than a decade after the start of the colony most of the participants had abandoned their frigid farms. The project was widely seen as a flop.

2. In this state, glaciers cover 300 times more than farms. Only 5 % of the food consumed is grown locally, compared with 81 % nationwide. The growing season is short and summer temperatures chilly. Tomato plants wither. Fruit trees, in most parts of the state, are just a dream.

3. Enter the high tunnel: a greenhouse consisting of a curved metal frame with plastic sheeting stretched across it. There is even a federal programme to pay for it. The scheme, which seeks to extend growing seasons and improve soil health, is open to farmers across the country. But it is Homer, a town of about 5,000 souls 200 miles south of Anchorage⁸, that has become the high-tunnel capital of America, officials say. Residents have put up more than 120 federally funded greenhouses – far more per person than anywhere else.

4. Kyra Wagner heads the local Soil and Water Conservation District⁹, a small-scale partner of the federal Department of Agriculture¹⁰, which finances the effort. Ms Wagner has been a champion¹¹ of the high-tunnel programme since it began in 2010. The structures, she explains, do not merely extend the growing season, they are “climate extenders”. “Pretty much, you’ve gone to southern California,” she says.

5. Only a few millimetres of plastic separate crops in the high tunnels from the great outdoors¹². But this is enough for Alaskan growers to produce tomatoes as well as sweetcorn, aubergines (eggplant), peaches, nectarines and kiwi fruit, and to boost production of crops by a quarter or more.

6. These results have brought new people to farming, sometimes accidentally. “We always liked gardening, then everything kept growing,” says Donna Rae Faulkner, owner with her husband, Don McNamara, of Oceanside Farms. Mrs Faulkner used to be a high-school biology teacher; her husband is a carpenter-turned-farmer. The couple have eight tunnels

measuring 32 feet by 70 feet a few miles from Homer's main street and grow corn, tomatoes, grapes, strawberries and leeks, among other things. They went commercial six years ago when they put up their first high tunnel. Now they harvest about 500lb¹³ (227kg) of vegetables each week.

7. In a place where no one blinks if you call yourself a fisherman, drill-rig roustabout, tugboat captain or gold miner, an increasing number of Alaskans are thinking of themselves as people who grow food. Since the start of the programme, the number of farms registered with the state has nearly doubled. Local restaurants have begun shaping their menus around what neighbouring farms can grow. Homer's hospital subsidises the cost of produce boxes from nearby farms for its employees and encourages patients to buy from them.

8. High tunnels have sprouted on the tundra of western Alaska to Fort Yukon, a small village north of the Arctic Circle¹⁴ where winter temperatures dip to -40°F. And although the high-tunnel programme has not yet shifted the barometer of food independence significantly, dinner plates across Alaska are beginning to look different. Eight decades ago, the federal Matanuska Colony tried to turn farmers into Alaskans¹⁵. Today, the high tunnels are turning Alaskans into farmers.

The Economist, August 27th 2016

NOTES

¹ **Homer** [ˈhəʊmər] – Хомер, город на Аляске. Расположен на юго-западе полуострова Кенай.

² **Alaska** [əˈlæskə] – штат Аляска, самый северный и крупнейший по территории штат США

³ **tunnel vision** – как устойчивое выражение эта фраза может иметь значение «узость взглядов, неадекватное восприятие действительности», однако в данном случае автор, очевидно, вкладывает в это словосочетание гораздо более глубокий смысл и использует его также ради игры слов (оно перекликается с ключевым термином статьи: *high tunnel* – *арочная теплица, теплица туннельного типа*).

⁴ **Alaska's state fair** – Ярмарка штата Аляска; ежегодная ярмарка штата, проводимая в г. Палмере, популярное полуторанедельное мероприятие, которое начинается в конце августа.

⁵ **Matanuska Colony** – сельскохозяйственная колония в долине Матануска, примерно в 45 милях к северо-востоку от Анкориджа, Аляска, была создана в 1935 г. в рамках проекта «Новый курс»

⁶ **New Deal scheme** – «Новый курс», система реформ президента Франклина Рузвельта, направленных на преодоление Великой депрессии 1933–1938 гг.

⁷ **gain a foothold** – утвердиться, внедриться, закрепиться

⁸ **Anchorage** [ˈæŋk(ə)rɪdʒ] – г. Анкоридж, город на Аляске

⁹ **Soil and Water Conservation District** – мелиоративный округ (общественная организация, занимающаяся охраной, рациональным использованием и развитием земельных и водных ресурсов; США)

¹⁰ **Department of Agriculture** – министерство сельского хозяйства

¹¹ **champion** – (эд.) поборник, сторонник, защитник

¹² **the great outdoors** – матушка природа, живая природа

¹³ **lb** (*lam. libra*) = round – фунт (единица массы, равная 453,6 г)

¹⁴ **Arctic Circle** – Северный полярный круг

¹⁵ **Alaskan** – уроженец Аляски, аляскинец

3. Answer the questions about the text.

1. How did Alaska's state fair begin?
2. How was Matanuska Colony organized?
3. Why was the colony organized?
4. Was this project a success? Why?
5. Are the conditions in Alaska good for developing agriculture? Why?
6. What does a high tunnel look like?
7. Where is Homer situated? Why is it called the high-tunnel capital of America?
8. When did the high-tunnel programme begin?
9. What fruit and vegetables do farmers in Alaska grow?
10. Who owns Oceanside Farms? How many high tunnels are there?
11. What is grown in these high tunnels?
12. How much produce is harvested on Oceanside Farms each week?
13. What jobs are popular in Alaska?
14. What proves that farming in Alaska is gaining a foothold?

4. Find synonyms in the group of words below.

Greenhouse, programme, cold, farmer, produce, fund, nearby, frigid, farming, produce, high tunnel, chilly, across the country, crops, neighbouring, agriculture, scheme, grow, project, finance, nationwide, grower, pay.

5. Match the beginning and the ending of the expressions.

- | | |
|---------------------|-------------------------|
| 1) to abandon | a) commercial |
| 2) to extend | b) food |
| 3) to improve | c) frigid farms |
| 4) to put up | d) fruit and vegetables |
| 5) to boost | e) greenhouses |
| 6) to go | f) into farmers |
| 7) to harvest | g) production of crops |
| 8) to grow | h) soil health |
| 9) to turn Alaskans | i) the growing season |

Text 4

FARMING IN THE MIDWEST

Pre-reading tasks

1. Remember the useful expressions below.

check out (a farm) – (зд.) отмечаться при уходе с работы

hold down – подавлять, прижимать

fleece smb – обчистить до последней копейки, оставить без денег

settle down – установиться (о ценах)

build up reserves – накопить запасы

get paid – получить деньги

get subsidies – получить субсидии

get cheaper – стать дешевле

boom-moderation period – период замедления подъема

indoor vertical farm – вертикальная ферма в помещении

vertically stacked beds – установленные одна на другую грядки

2. Make sure that you know the following words, look them up in the dictionary.

just	such as	still	mainly
however	according to	largely	because of
due to	for ever	even longer	thanks to
at least	sharply	ahead	plenty of
as well as	so	certainly	No matter how (rich)

3. Translate the word combinations into Russian paying attention to the compound adjectives.

1) Run-down suburb, 2) hormone-free tilapia, 3) ultra-local organic produce, 4) multi-year risk, 5) plant-based fuels and chemicals, 6) sugar-based ethanol, 7) previous ten-year average, 8) high-tech big farm.

4. Translate the noun phrases from the article.

1) Animal feed, 2) record prices, 3) record profits, 4) bumper year, 5) boom years, 6) crop prices, 7) crop insurance, 8) crop insurers, 9) crop insurance bonanza, 10) commodity-insurance programme, 11) crop farmers, 12) farm household, 13) farm subsidies, 14) farm business, 15) farm bill, 16) net farm income, 17) posh people.

FARMING IN THE MIDWEST¹

Of tech and troughs²

CHICAGO³

The fat years for farmers are over; thank God for taxpayers

1. ON A grey day in December Johnny Anderes, the head chef at The Kitchen, a trendy restaurant in Chicago, is checking out a farm in an unlikely place. FarmedHere, which claims to be one of America's largest "indoor vertical farms", occupies 90,000 square feet of former warehouse in a run-down Chicago suburb. It grows three types of basil, baby kale, micro-radish and arugula (rocket) in vertically stacked beds, lit with LEDs⁴ and fed with water from tanks of hormone-free tilapia.

2. Mark Thoman of FarmedHere says the farm will be able to produce 1m pounds of leafy greens a year when it reaches full capacity. He concedes that his ultra-local, organic produce is costlier than food grown on the Midwest's megafarms. But wealthy foodies don't mind. "We have more demand than we can supply," he says.

3. Carl Zulauf of Ohio State University⁵ sees two trends in American farming. One is the growth of local microfarms for picky posh people. The other is the success of high-tech big farms that produce cheap food for everyone else, as well as plant-based fuels and chemicals.

4. Farmers have just had five fat years during which crops such as maize (corn), soya-beans, sugar cane, cotton, rice and potatoes have generated record profits. Now the demand for (corn and sugar-based) ethanol is stagnant, the Chinese economy is slowing and the supply of most crops was

bigger than demand this year. “We are now entering a boom-moderation period,” declares Chris Hurt at Purdue University⁶ in Indiana.

5. The Department of Agriculture (USDA)⁷ forecasts that net farm income will be \$96.9 billion in 2014, down 23 % from 2013. The forecast for this year is the lowest since 2010, but still 15 % higher than the previous ten-year average. Income from crops is expected to fall 12.3 %, mainly because of weak prices for corn and soyabeans.

6. Many farmers, however, will compensate by raising more livestock, for which 2014 was a bumper year. According to the USDA, income from animal farming will increase by 14% this year, largely due to record prices for beef and milk. Low crop prices mean cheaper animal feed, which is excellent news if you have pigs to fatten.

7. Analysts expect crop prices to remain low this year, next year and maybe even longer. A bushel (25kg)⁸ of corn now costs \$3.81, down from \$8.49 in August 2012. This year, thanks to the taxpayers who were held down and fleeced by the latest farm bill, farmers will receive up to \$5 billion in subsidies through a new model of crop insurance. No matter how rich they are, they get paid if their crops fail or prices fall too far. The payouts “will certainly be much higher than the \$2 billion in direct payments that farmers received last year”, says Vincent Smith of Montana University⁹, who thinks crop farmers should buy their own insurance without subsidies.

8. Crop insurers will adjust rates to the new crop prices, so the crop-insurance bonanza won't last for ever. Happily for farmers, they will still get subsidies through the commodity-insurance programme, another provision of the farm bill that protects farmers against “multi-year risk”. Plenty of farmers also built up reserves during the boom years. The average wealth of a farm household is four to five times that of a non-farm household. At least 50 billionaires received farm subsidies between 1995 and 2002, according to the Environmental Working Group¹⁰, a watchdog.

9. One measure of the health of the farm business is the price of farmland, which rose sharply in the Midwest after 2009 but has now settled down, thanks to the fall in crop prices, according to the Federal Reserve Bank of Chicago. Fields in Indiana and Michigan¹¹ became a little costlier in the year to October, but those in Illinois¹² and Iowa¹³ got cheaper, and there was no change in Wisconsin¹⁴. This could mean leaner days ahead. Time to hire more lobbyists?

The Economist, December 13th, 2014

NOTES

¹ **Midwest** – Средний Запад США: регион Великих озёр (штаты Висконсин, Иллинойс, Индиана, Мичиган, Огайо) и регион Великих равнин (северная часть бассейна реки Миссисипи – штаты Айова, Канзас, Миннесота, Миссури, Небраска, Северная Дакота, Южная Дакота)

² **trough** [trɒf] – корыто, кормушка

³ **Chicago** [ʃiˈkɑːɡəʊ] – Чикаго, город в штате Иллинойс (США)

⁴ **LED** – светодиод (light-emitting diode – светоизлучающий диод)

⁵ **Ohio State University** – университет штата Огайо

⁶ **Purdue University** – университет в Пардью (штат Индиана)

⁷ **Department of Agriculture (USDA)** – Министерство сельского хозяйства (США)

⁸ **bushel** – бушель (мера ёмкости)

⁹ **Montana University** – университет штата Монтана

¹⁰ **Environmental Working Group** – Рабочая группа по вопросам окружающей среды

¹¹ **Michigan** [ˈmɪʃɪɡən] – штат Мичиган

¹² **Illinois** [ˈɪlɪnoɪ] – штат Иллинойс

¹³ **Iowa** [ˈaɪəwə] – штат Айова

¹⁴ **Wisconsin** [ˈwɪsˈkɒnsɪn] – штат Висконсин

5. Make phrases from adjectives and nouns

- | | |
|-------------|----------------|
| 1) fat | a) warehouse |
| 2) lean | b) microfarms |
| 3) average | c) days |
| 4) trendy | d) place |
| 5) unlikely | e) wealth |
| 6) leafy | f) years |
| 7) wealthy | g) foodies |
| 8) local | h) restaurant |
| 9) former | i) posh people |
| 10) picky | j) greens |

6. Insert suitable prepositions.

demand ____ ethanol	fed ____ water	forecast ____ this year
income ____ crops	prices ____ beef and milk	a new model ____ crop insurance

price ___ farm- land	fall ___ crop prices	get subsidies ___ the commodity- insurance programme
protect farmers ___ “multi-year risk”		build up reserves ___ the boom years

7. Answer the questions

1. Why does the author write that the farm is situated “in an unlikely place”? What is its name?
2. What does FarmedHere produce? How?
3. What is typical of modern American farming (according to the article)?
4. What makes the analysts think that America is now entering a boom-moderation period?
5. According to the USDA, what branches of American agriculture will thrive in the near future? Why?
6. How are American farmers protected by law?
7. Why is the article titled “Of tech and troughs”? What is meant by ‘troughs’?

Text 5

DAIRY FARMING IN NIGERIA

Pre-reading tasks

1. Match the English phrases with their Russian equivalents.

- | | |
|--------------------------|----------------------------------|
| 1) uphill struggle | a) внутреннее производство |
| 2) perishable product | b) государственная казна |
| 3) dusty fringes | c) доходы от продажи нефти |
| 4) fertile land | d) инвалютные резервы |
| 5) complicated machinery | e) нелегкое дело, трудная задача |
| 6) lousy roads | f) отвратительные дороги |
| 7) government coffers | g) плодородная земля |
| 8) oil revenues | h) пыльные окраины |
| 9) foreign reserves | i) скоропортящийся продукт |
| 10) domestic production | j) сложное оборудование |

2. Memorise the following verbs and phrases. Translate the sentences.

- cost a fortune** – стоить целое состояние, быть очень дорогим
get spoilt – портиться

meet demand – удовлетворить спрос

pay off customs – выплатить таможенные сборы

set smb back – обойтись кому в какую сумму

sink money (into smth) – вбухивать/вкладывать деньги в...

1. This house will *set you back* 100 000 pounds. 2. That's a nice suit. It *must have set you back* quite a lot. 3. Milk is a perishable product, it can easily *get spoilt*. 4. She is sick and her medicines *cost a fortune*. 5. He *sank all his money into* house building. 6. He keeps *sinking money into* that old car. 7. The supply is inadequate *to meet demand*.

3. Look through the article. Find the names of the following:

- Mr Abubakar's company
- two foreign companies operating in Nigeria
- two chain supermarkets

DAIRY FARMING IN NIGERIA¹

Uncowed²

KANO³

What the milk trade reveals about the country

1. For Muhammadu Abubakar, life is an uphill struggle. Farming in Nigeria is tricky at the best of times. Only the brave or the downright crazy would think of dealing in a perishable product like milk.

2. On his ranch on the dusty fringes of Kano, the biggest city in Nigeria's north, he faces a daunting array of problems. The electricity grid is hopeless. So, at the gateway, two generators splutter away 24 hours a day. Diesel sets Mr Abubakar back about 1m naira⁴ (\$5,100) a month. "We've had two hours of power in three days," he says. "There's no option."

3. There are no good cows for sale nearby, so Mr Abubakar's company, L&Z Integrated Farms, plans to start importing its own. There are no good seeds for fodder; he brought in cuttings on a commercial flight from Kenya⁵. There is no mains water, so he must drill boreholes to irrigate his fields. Fertile land has a tendency to turn to dust. He has to train his own staff to use complicated machinery. Plenty of batches get spoilt along the way. By the time it is processed, a litre of milk has already cost about 320 naira (£1) to produce.

4. Then the milk has to get to market. "Three or four years ago we used to fly our milk down to Lagos⁶," he says. "It cost a fortune. The milk would

spoil sitting in the airport. We had to pay off customs. It was a nightmare.” Nowadays, the firm uses costly refrigerated trucks instead. Drivers must brave day-long journeys on disintegrating roads. Each truck requires about 200,000 naira (\$1,000) in opaque licence fees every month. Even when those are paid, local authorities send thugs out to get more.

5. “They make you buy new paperwork,” one trucker says. “We probably pay 3,000–4,000 naira (roughly \$15–\$20) every journey.” When the milk finally arrives on supermarket shelves, it costs around three times what it would in Europe. Cheap long-life imports sell for less than half the price of local milk. Nigeria spends roughly \$1m a day on imported milk powder, according to Sahel Capital, a private equity group which recently invested the same amount into Mr Abubakar’s business in the hope of changing that.

6. Other types of farming are equally fraught. Nestle finds it cheaper to bring starch in than to buy it locally. Olam, a Singapore-listed agribusiness, says that processing costs up to 30 % more than in other countries. Mukul Mathur, who heads its Nigerian business, says that moving a container from Kano to Lagos costs as much as from Lagos to Osaka, though the distance to Japan is 13 times greater.

7. Agricultural reforms have begun in the past four years, including the introduction of new subsidies for smallholders. The arrival in Nigeria of foreign supermarkets such as Shoprite and Spar provides a guaranteed market for some growers. Domestic production appears to be rising, though Nigeria still has hardly any companies that add value to basic crops, for example by turning fruit into juice. And larger problems such as lousy roads, a shortage of finance and the insecurity of land tenure remain unchanged.

8. Until the 1960s, Nigeria was a net exporter of food. Now it imports \$3 billion a year more than it exports. Agriculture contributes almost nothing to government coffers. As oil revenues plummet and foreign reserves dry up, this matters.

9. Mr Abubakar remains one of a depressingly small group of commercial farmers in Nigeria. Most of his dairy competitors, he says, are politicians who “can afford to sink money into it”. Yet for all the difficulties he faces, he is struggling to meet demand. “We are making a very good profit,” he says. “If you can do that with milk, you can do it with anything.”

The Economist, June 6th, 2015

NOTES

¹ **Nigeria** [naiˈdʒiəriə] – Нигерия, государство в Западной Африке.

² **uncowed** – бесстрашный, храбрый, дерзкий

³ **Kano** – Кано, город на севере Нигерии

⁴ **naira** [ˈnaɪrə] – найра, денежная единица Нигерии

⁵ **Kenya** [ˈkeniə] – Кения, государство в Восточной Африке

⁶ **Lagos** [ˈleɪɡɒs] – Лагос, портовый город на юго-западе Нигерии

4. Find in the article English equivalents of the following expressions.

1) Сеть электроснабжения, 2) водопроводная вода, 3) дорогие автомобили-рефрижераторы, 4) лицензионные сборы, 5) местные власти, 6) головорезы / отморозки, 7) документальное оформление, 8) дешевые импортные продукты длительного хранения, 9) сухое молоко, 10) крахмал, 11) новые субсидии для мелких землевладельцев, 12) нехватка финансирования, 13) право пользования землей, 14) чистый экспортер, 15) владелец рыночного фермерского хозяйства, 16) конкуренты по производству молочной продукции, 17) получать хорошую прибыль.

5. Answer the questions about the text.

1. Where is Mr Abubakar's ranch located?
2. What does he spend 1m naira a month on? Why?
3. What problem areas does Mr Abubakar's company have to address?
4. Why did they refuse to deliver milk to Lagos by air?
5. How do they deliver milk to the market nowadays?
6. Why are milk transportation costs so high?
7. What difficulties do foreign companies meet in Nigeria?
8. Why did Nigeria start implementing reforms in agriculture?
9. Why does Mr Abubakar keep doing his business despite all the problems?

Text 6

RAISING COWS IN THE DESERT

Pre-reading tasks

1. Learn some useful expressions from the article.

income per head – доход на душу населения

purchasing-power parity (PPP) – паритет покупательной способности

state-of-the-art facility – ультрасовременный комплекс
unlikely attraction – необычная достопримечательность
be fed up with – надоедать, быть сытым по горло чем-то
burn through money – пускать деньги на ветер
steep price – очень высокая цена

2. Practise reading the following words.

supplies [sə'plaiz] – поставки

placard ['plækɑ:d] – объявление, плакат, надпись

aisle [aɪl] – проход между стеллажами, полки в магазине, стеллажи

ubiquitous [ju:'bɪkwɪtəs] – повсеместный, широко распространенный

thaw [θɔ:] – оттепель, потепление, смягчение международной напряженности, разрядка в отношениях

hawkish ['hɔ:kɪʃ] – воинствующий, агрессивно настроенный

ally [ælaɪ] – союзник, сторонник

exasperated [ɪg'zɑ:spəreɪtɪd] – раздраженный, разгневанный

Asia ['eɪzə] – Азия

3. Look through the article and find what / who these names stand for:

- Baladna
- John Dore
- Almarai
- Al Jazeera
- laban
- Mike Pompeo

GULF POLITICS¹

Milk sheikhs²

AL KHOR³

Why Qatar⁴ is raising cows in the desert

1. STEP inside, and it could be a scene from the English countryside or the American heartland: one hundred well-fed dairy cows spinning slowly on a circular milking parlour. But outside there are no green fields, only sand. Baladna (“Our Country”) is a dairy farm in the desert, 50 km from Doha⁵, the Qatari⁴ capital. Behind the milking house is the din of construction. Hundreds of labourers are working to expand the farm, building new

barns and installing fans and misters to cool them. “None of this was here a year ago,” says John Dore, the Irishman who manages the place.

2. There was no need for it. Until June Qatar imported milk from Almarai, a Saudi⁶ conglomerate. Then Saudi Arabia⁶ and three other Arab states closed their borders to punish Qatar for supporting Islamist groups and Al Jazeera, a state-owned broadcaster that criticises all the Gulf monarchies⁷ except Qatar’s. Overnight the world’s richest country (measured by income per head at purchasing-power parity) was cut off from its food supplies. It first turned to Turkey and Iran. Shoppers got a crash course in Turkish⁸: placards in the dairy aisle of supermarkets explained that “süt” meant milk.

3. Now shoppers just look for Baladna’s ubiquitous logo. The farm, founded in 2013 to rear sheep, airlifted 3,400 Holsteins⁹ to Doha last year. Thousands more arrived by boat in February. Within months the farm will have 14,000 cows – and Qatar will be self-sufficient in dairy products. A litre of Baladna milk costs slightly less than eight rial¹⁰ (\$2.20), comparable to what was once paid for Almarai milk. It also sells cheese, yogurt and *laban*, a fermented drink. The state-of-the-art facility has become an unlikely attraction for Qatar’s 2.6m citizens and foreign workers. They dine in its restaurant or bring their children to picnic in an adjacent park. A share listing is planned for later this year, which could see Baladna valued at up to 2bn rials (\$550m).

4. As the blockade nears its first anniversary, there is talk of a thaw. The Saudis⁶ thought Mike Pompeo, America’s hawkish new secretary of state, would take their side. But on his inaugural foreign trip to Riyadh¹¹ he bluntly told the king to lift the embargo. “We’re fed up with it,” says an American diplomat in one of the four blockading states. “The Qataris aren’t perfect, but none of our [Gulf] allies is.”

5. This is just talk. America may be exasperated, but it will not force the Saudis to end the blockade. And Qatar has learned to live with it. Although it burned through \$40bn when the embargo began, the economy has stabilised. The spat has made Qatari firms more creative. Architects say the cement they now import from Asia is cheaper and better than the old stuff from Saudi Arabia or the United Arab Emirates.

6. The Saudis are determined to isolate their neighbour. Some want to do so literally, by turning Qatar into an island. In April Saudi newspapers announced a plan to dig a 650-foot-wide canal on the border, so that Qatar is surrounded by water. To annoy the Qataris⁴ even more, the Saudis would also turn part of the frontier into a nuclear-waste dump. All this would cost \$750m – a steep price just to spite a neighbour. The scheme sounds far-

fetched. But then again, so did airlifting thousands of dairy cows to the Arabian desert¹².

The Economist, May 19th, 2018

NOTES

¹ **Gulf politics** – политика стран Персидского залива; **Gulf** – относящийся к странам Персидского залива

² **sheikh** [ʃeɪk] – шейх; название статьи построено на игре слов: ‘*Milk sheikhs*’ (молочные шейхи) звучит точно так же, как и выражение ‘*milk shakes*’ (молочные коктейли)

³ **Al Khor** – Эль Хаур, город на побережье Персидского залива, один из главных городов Катара

⁴ **Qatar** [ˈkætɑː] – Катар, государство на Ближнем Востоке, расположенное на Катарском полуострове в северо-восточной части Аравийского полуострова; **Qatari** – катарский, житель Катара, катарец, **the Qataris** – катарцы

⁵ **Doha** [ˈdɒʊhɑ] – г. Доха, столица Катара

⁶ **Saudi Arabia** [ˈsɑʊdiəˈreɪbiə] – Саудовская Аравия; **Saudi** – саудовский, житель Саудовской Аравии, саудовец; **the Saudis** – саудовцы, саудиты

⁷ **Gulf monarchies** [ˈmɒnəkɪz] – монархии Персидского залива (Королевство Саудовская Аравия, Кувейт, Бахрейн, Катар, Объединенные Арабские Эмираты, Оман)

⁸ **get a crash course in Turkish** – пройти ускоренный курс турецкого языка

⁹ **Holstein** [ˈhɒlsteɪn] – Гольштейн, голштинская порода крупного рогатого скота молочного направления

¹⁰ **rial** [riˈɑːl] – риал (денежная единица)

¹¹ **Riyadh** [ˈriːəd] – г. Эр-Рияд, столица Саудовской Аравии

¹² **Arabian desert** [əˈreɪbiənˈdezət] – Аравийская пустыня

4. Find in the article English equivalents of the following expressions.

1) Хорошо накормленные молочные коровы, 2) доильный зал кругового типа, 3) помещение для доения, 4) коровник, 5) установить охлаждающие вентиляторы и мелкокапельные опрыскиватели-туманообразователи, 6) закрыть границы, 7) поставки продовольствия, 8) разводить овец, 9) транспортировать / перевозить по воздуху (самолетом / вертолетом), 10) полностью обеспечивать себя молочными продуктами, 11) ферментированный напиток, 12) отменить эмбарго /

запрет, 13) прекратить блокаду, 14) захоронение отработанного ядерного топлива, 15) навредить соседу.

5. Answer the questions about the text.

1. What does the dairy farm in the desert look like?
2. Where did Qatar get dairy products from before building the farm?
3. Why was Qatar forced to raise their own cows?
4. Why did Saudi Arabia close their borders?
5. Is Qatar considered to be a rich or a poor country?
6. What countries did Qatar turn to for aid first?
7. When and why was the farm founded?
8. How were the cows delivered to Qatar?
9. How many cows will Qatar have to become self-sufficient in dairy products?
10. What dairy products does the farm sell?
11. Is the milk produced in Qatar expensive?
12. What effect did the blockade have on the Qataris / Qatar's economy?
13. What are the Saudis determined to do?

Text 7

COMPUTERISED FARMING

Pre-reading tasks

1. Learn some useful expressions from the article.

be in heat – быть в половой охоте, находиться в периоде течки

drop in milk production – снижение удоев

exacting nutritional requirements – жесткие требования к питанию

feed-mixing wagon – фургон-смеситель для комбикормов

find one's way into – пробивать себе путь в...

go digital – переходить на цифровой формат / цифровые технологии

minority stake – неконтрольный пакет акций

2. Practise reading the following words.

protein [ˈprəʊti:n] – протеин, белок

carb [kɑ:b] – углевод; пища, содержащая углеводы

reticulum [riˈtikjuləm] – второй отдел желудка жвачных

stomach [ˈstʌmək] – желудок

algorithm [ˈælgərið(ə)m] – алгоритм

calving [ˈkɑːvɪŋ] – отел

antibiotic [ˈæntɪbaɪˈɒtɪk] – антибиотик

digestion [dɪʒ(ə)ˈdʒestʃ(ə)n] – пищеварение, переваривание пищи

3. Translate into Russian the word combinations.

1) Machine learning, 2) dietary requirements, 3) collected data, 4) feed mix, 5) nutritional deficits, 6) computer vision, 7) stomach acidity, 8) wireless detector, 9) distinctive markings, 10) body temperature, 11) early signs of calving, 12) human observers, 13) drop in antibiotic use, 14) shortage of customers.

COMPUTERISED FARMING

The cow of tomorrow

Sensors and machine learning are finding their way into the farmyard

1. Like elite athletes, dairy cows have exacting nutritional requirements. “If you’re slightly up on protein, or down on carbs, you’ll see a drop in milk production,” says Robbie Walker, the boss of Keenan Systems, an Irish firm which makes feed-mixing wagons.

2. For that reason, the firm’s latest products have gone digital. With the help of Intel, a big American chipmaker, Keenan has developed a computer that can be attached to its wagons. Every day the firm’s nutritionists load the computer with the herd’s dietary requirements. Sensors on the wagon weigh what the farmer puts into the mixer and compare it with what the recipe calls for. “It’s a bit like making a cake,” says Mr Walker. “Even if you’re being careful, you usually put in a little too much of one ingredient, or not enough of another.”

3. The collected data are transmitted over the mobile-phone network to the nutritionists, who can analyse any deviations from the ideal in what the animals were fed. A big deviation triggers a text message to the farmer. Smaller ones are noted, and the feed mix for the following day tweaked to correct any nutritional deficits that might have crept in.

4. Keenan is not the only firm trying to computerise cattle-farming. Cainthus, another Irish company, is one of several startups hoping to use computer vision to boost farmyard productivity. It uses cameras to track cows in barns and fields, relying on machine learning to analyse the images. The technology is sensitive enough, says David Hunt, the firm’s boss, to

track individual animals, and to alert farmers if a cow is not feeding when it should be, or moving in a way that suggests it might be sick.

5. For now, he says, the company is working mainly on Friesian and Holstein cows, whose distinctive markings “mean they’re basically walking QR codes”, though he hopes to expand to other breeds eventually. The technology works well enough to have persuaded Cargill, an agriculture focused conglomerate and America’s largest private company, to take a minority stake in Cainthus in 2018.

6. An alternative approach is to put the sensors inside the cows themselves. An Austrian firm called smaXtec has developed a sensor that can be swallowed. It lodges inside the reticulum, one of a cow’s four stomachs, and stays there for the rest of the animal’s life, monitoring body temperature, movement and stomach acidity, and uploading the results when the cow is near a wireless detector.

7. When fed to machine-learning algorithms, says Stefan Rosenkranz, smaXtec’s co-founder, those data can be used for all kinds of things. They can detect when animals are in heat, and spot the early signs of calving up to 15 hours before it happens. They can identify diseases several days before they become obvious to human observers, allowing early treatment and a 15–30 % drop in antibiotic use. A new sensor, due out next year, will add the ability to monitor digestion. Sales are doubling every year, says Mr Rosenkranz. And with 278m dairy cows in the world, there is no shortage of customers.

The Economist, September 14th, 2019

4. Complete the sentences.

1. Dairy cows have exacting _____.
2. Keenan Systems is an Irish firm which makes _____.
3. Sensors on the wagon weigh what the farmer _____ and compare it with what the recipe _____.
4. Cainthus is another Irish company trying to _____.
5. smaXtec, an Austrian firm, has developed a sensor that can be _____ by cows.
6. The sensor inside a cow monitors _____, _____ and _____.
7. A new sensor will add the ability to monitor _____.

5. Answer the questions about the text.

1. Why can a drop in milk production occur?
2. What computer has Keenan Systems developed?

3. How does the computer help farmers monitor the herd's dietary requirements?
4. In what way does Cainthus, another Irish company, try to boost farmyard productivity?
5. What's the use of analyzing the images of cows?
6. What approach to computerizing cattle-farming does smaXtec, an Austrian company, use?
7. What happens to a sensor swallowed by a cow?
8. What parameters does the sensor monitor?
9. How can data collected by the sensor help farmers?
10. Is this technology in demand with farmers?

Text 8

SPACE TECHNOLOGY IN AGRICULTURE

Pre-reading tasks

1. Practise reading these words.

- earthy** [ˈɜːθi] – житейский, земной
earthly [ˈɜːθli] – земной, суетный, прозаический, мирской
faeces [ˈfiːsiːz] – испражнения, экскременты
unedifying [ʌnˈediˌfaɪɪŋ] – отвратительный
gadget [ˈɡædʒɪt] – приспособление, техническая новинка, гаджет
vehicle [ˈviːɪk(ə)l] – транспортное / перевозочное средство
nurture [ˈnɜːtʃə] – воспитывать, обучать, формировать
techies [ˈtekɪz] – технический персонал
robust [rəʊ(ə)ˈbʌst] – надежный, функциональный, продуманный
frontier [ˈfrʌntiə] – граница, рубеж, новая область
weigh [ˈwei] – взвешивать, весить

2. Learn some useful expressions from the article.

- hock burns** – аммиачные ожоги (у птиц)
blind spot – непросматриваемая зона, невидимый участок
thermal-imaging gear – оборудование для наблюдения с использованием тепловизионных приборов
repurpose space hardware – сменить целевое назначение космической техники (перепрофилировать / переориентировать)

3. Translate the word combinations.

1) Big sheds, 2) flickering lights, 3) loud noises, 4) unedifying hock burns, 5) time-consuming work, 6) solar-powered sensors, 7) chicken-weighing robot, 8) down-to-earth use for space technology, 9) space-related companies, 10) cheap office space, 11) technical support, 12) snazzy bike bells, 13) farming startups, 14) paltry data collection, 15) robust technology, 16) toxic substances, 17) remotely monitored scales, 18) indoor GPS system, 19) autonomous drones, 20) enterprising people.

4. Look through the article and say how many agritech companies in Great Britain are adapting space technology to farming.

HARWELL¹, WE HAVE A PROBLEM

Farmers adapt NASA's² Mars rover to count chickens

Space technology finds an earthy, earthy purpose

1. BREEDING chickens on a large scale isn't rocket science³. It is much harder. The birds are bad at regulating their body temperature, and the big sheds they are kept in can get stuffy. Flickering lights and loud noises make them anxious. And ammonia from the faeces of birds crammed tightly together often produces unedifying "hock burns". All of which means they require constant monitoring to ensure they are gaining weight. But babysitting chickens is time-consuming. A single worker can hope to weigh only a small sample by hand each week. Remotely monitored scales can help but, even when wheeled back and forth on pulleys, they suffer from blind spots.

2. Now an answer to these problems has come from a surprising place: Mars. Thrive Multi Visual, an agritech startup from Shropshire⁴, is devising a chicken-weighing robot based on the rover developed by NASA to explore the red planet. The company plans to kit out the vehicle with cameras that can weigh chickens by sight alone. Thermal-imaging gear and other gadgets will monitor indicators such as body-heat and humidity. An indoor GPS system, also adapted from space technology, will allow the robot to drive itself around and self-charge, while sensors will prevent it from running over laggards that are slow to strut out of its way. If it works, the chicken rover will greatly reduce the work involved in looking after the birds – handy for farmers earing about shortages after Brexit⁵.

3. Thrive MV is one of seven companies supported by the European

Space Agency's Business Incubation Centre UK, just outside Harwell, an Oxfordshire⁶ village. Twenty such centres have been set up across Europe since 2000 to nurture young tech firms devising down-to-earth uses for space technology. In Britain each company receives technical support from ESA⁷ scientists for a year, as well as help with networking and cheap office space in Harwell, which is now home to around 80 space-related companies. The centre, which was set up in 2011, saw its 60th company graduate in August.

4. A surprising number of the firms are applying space technology to farming. Agritech startups comprise more than half the current cohort in Harwell. These include HayBSee, which is making autonomous drones that can detect unhealthy patches in crop fields and kill weeds. Another, GroundData, makes solar-powered sensors that gather data about potato plants. Beyond agriculture, techies are using space gear to make snazzy bike bells, spot doctored photographs⁸ and find bed bugs in hotel rooms.

5. There are several reasons why so many farming startups are repurposing space hardware. One is that farmers are slow to adopt new technology, leaving gaps for enterprising geeks⁹ to exploit. The sector suffers especially from paltry data collection. Another is that space technology is very robust and designed to withstand toxic substances, making it ideal for life on farms, says Claire Lewis, chief executive of Thrive MV. She believes that agriculture is nowhere near as "tech-enabled" as it should be. Could her company and its fellow "incubatees" tame this final, farming frontier?

The Economist, August 31, 2018

NOTES

¹ **Harwell** [ˈhɑ:wəl] – Харуэлл (крупный центр научно-исследовательских работ в области физики атомного ядра и атомной энергии в деревне Харуэлл, графство Беркшир). В названии статьи содержится отсылка к популярной, но ошибочной цитате "*Houston, we have a problem*" из радиосвязи между астронавтом "Аполлона-13" Джеком Свигертом и Центром управления полетами НАСА ("Хьюстон") во время космического полета "Аполлона-13" в 1970 году.

² **NASA** [ˈnæsə] – НАСА; Национальное управление США по аэронавтике и исследованию космического пространства

³ **isn't rocket science** – (*идиоматическое выражение*) 'это не бог весть какая наука, это не высшая математика, на это большого ума не надо'. Однако в статье выражение '*rocket science*' употребляется в бук-

вальном смысле ‘*ракетостроение*’, таким образом достигается двойная актуализация смысла и создается комический эффект.

⁴ **Shropshire** [ˈʃrɒpʃɪə] – графство Шропшир, Великобритания

⁵ **Brexit** – Брексит, выход Великобритании из Евросоюза

⁶ **Oxfordshire** [ˈɒksfədʃɪə] – графство Оксфордшир, Великобритания

⁷ **ESA** (= the European Space Agency) – Европейское космическое агентство (ЕКА)

⁸ **doctored photographs** – фотомонтаж (doctored – зд. поддельный, фальсифицированный, сфабрикованный)

⁹ **geek** – энтузиаст, компьютерный фанат, увлеченный человек

5. Match the company with what it is working on.

Company	Activities
Thrive MV	a) making autonomous drones that detect unhealthy patches in crop fields and kill weeds
HayBSee	b) making snazzy bike bells, spotting doctored photographs, finding bed bug in hotel rooms
Ground Data	c) devising a chicken-weighing robot
Others (beyond agriculture)	d) making solar-powered sensors that gather data about potato plants

6. Answer the questions about the text.

1. Why is breeding chickens on a large scale very difficult? What problems do farmers face?
2. Why do chickens require constant monitoring?
3. How do farmers weigh chickens?
4. Why are these methods ineffective?
5. How can chicken-weighing rover help farmers?
6. How does European Space Agency help agritech startups?
7. What are the reasons for farming startups to repurpose space gear?

7. Match the synonyms.

1) farming startups

2) devise

3) space gear

4) vehicle

a) agritech startups

b) body temperature

c) develop

d) look after chickens

- 5) startups
- 6) apply space technology to farming
- 7) body heat
- 8) babysit chickens

- e) repurpose space hardware
- f) rover
- g) space hardware
- h) young tech firms

8. Complete the sentences with words and phrases from the article.

1. Chickens are kept in _____ .
2. They are crammed _____.
3. Big sheds can get _____.
4. The birds are bad at _____.
5. Ammonia from the faeces often produces _____.
6. Chickens require _____ .
7. Babysitting chickens is _____ .
8. An agritech startup is devising _____.
9. The company is planning to kit out the robot with _____.
10. An indoor GPS system will allow the robot to _____.
11. The chicken rover will greatly reduce the work _____.

Text 9

AGRICULTURAL ROBOTS

Pre-reading tasks

1. Practise reading and translate these words and word combinations.

automate [ˈɔ:təmeɪt] – вводить автоматизацию, автоматизировать; types of farm *automation*: rotary blades are *automatically* adjusted to slice into the soil at an appropriate depth to dispatch any weeds;

autonomous [ɔ:ˈtɒnəməs] – независимый, автономный, самоуправляющийся; to develop *fully autonomous tractors*

electrocute [iˈlektɹəkju:t] – убивать электрическим током, *electrically* powered robots, *electricide* [iˈlektɹisaɪd]; *electrode*;

equip [iˈkwɪp] – оснастить, оборудовать; robots *equipped with* cameras; agricultural *equipment*;

giant [ˈdʒaɪənt] – гигант;

herbicide [ˈhɜ:bisaɪd] – гербицид (препарат против сорняков), to become resistant to *herbicides* ; to apply *herbicides* in a targeted way;

hoe [həʊ] – мотыга, мотыжить; *hoeing* [ˈhəʊɪŋ] *of weeds* – очистка (почвы) от сорняков, прополка; to move *hoeing knives* [ˈhəʊɪŋˈnaɪvz] in and out to weed; use a mechanical *hoe*; the mechanical *hoeing* of weeds;

identify [aɪˈdentɪfaɪ] – устанавливать, определять, идентифицировать; to *identify* a plant from just a photo; to *identify* individual plants and their location;

pesticide [ˈpestɪsaɪd] – пестицид (ядохимикат); *pest treatment*;

robot [ˈrəʊbɒt] – робот; **roboticist** [rəʊˈbɒtɪsɪst] – инженер-робототехник; to develop *farming robots*; a prototype *weeding robot*; *agribots*; self-contained *agribots*; harvesting *agribots*; *agribots* that weed and care for plants; the cost of using *agribots*; to shut *the robot* down;

row [rəʊ] – ряд; *a row of 3D printers*; cereals are grown more densely *in rows*; to weed along *the rows*;

tow [təʊ] – буксир, буксировать, тащить (на буксире); *towed* [təʊd] behind the tractor; *tractor-towed hoes*; systems *towed* by smart tractors; tractor-*towed* systems and *agribots*;

weed [wi:d] – сорная трава, сорняк; полоть, выпалывать; *weed control*; to disrupt *weed growth*; to dispatch *weeds*; *weeding* is a chore; to distinguish *a weed* from what is being cultivated; to spot *a weed*; *weeding* *agribot*, to spot *broadleaved weeds*; *grass-type weeds*, which look similar to cereals; *grassy weeds*; *weed-control measures*; *spot weeding*; to *weed* not just along the rows, but also between individual plants;

2. Learn some words and useful expressions from the article.

be in use – использоваться, быть в употреблении

be on the rise – динамично развиваться, быть на подъеме, набирать силу, получать все более широкое распространение

be under development – находиться в процессе разработки

be up to the job – соответствовать квалификации, справляться с работой

be worth – стоить

keel over – рухнуть, неожиданно упасть, опрокидываться

well-spaced crops – культуры, посаженные на достаточном удалении друг от друга

zap – уничтожить, убить, покончить с, жажнуть, потрянуть (током)

3. Translate the word combinations.

A. 1) a spidery machine, 2) a high voltage, 3) muddy tracks, 4) bright orange components, 5) a sure sign, 6) organic produce, 7) driverless trac-

tors, 8) spindly four-wheel-drive machine; 9) precise levels of fertilizer; 10) a tricky operation, 11) a hand-held version, 12) a trained operator, 13) built-in safety features, 14) rotary blades, 15) digital maps of crops, 16) an entire field, 17) a spraying system;

B. 1) a tray of plants, 2) munitions depot, 3) crop yields, 4) labour shortages, 5) advances in computer vision, 6) phone apps; 7) soil condition, 8) field trials, 9) satellite positioning, 10) business model, 11) farm machinery, 12) supermarket chain, 13) appear in many shapes and sizes, 14) from a variety of companies, 15) in some cases, in other cases, 16) the remnants of the plant, 17) unlike many vegetables, 18) in a similar manner, 19) swarms of small agribots.

4. Translate the sentences paying attention to the words in italics.

dispatch [disˈpætʃ] – посылать, отправлять

dispatch – истребить, отправить на тот свет, разделаться с, убить

1. When weeds appear, Dick *will be dispatched* to zap them. 2. As it moves, Titan deploys a series of rotary blades, which are automatically adjusted to slice into the soil at an appropriate depth *to dispatch any weeds*.

spot (v) – обнаружить, выследить, заметить, распознать

spot (n) – зона, место, пятно, точка

1. *Having spotted* a weed, there are several ways to try to kill it. 2. Tom has already learnt how *to spot* broadleaved weeds. 3. The company already makes a hand-held version of the robot for *spot weeding*.

5. Study the list of adverbs below; translate the sentences paying attention to the adverbs.

accurately – тщательно, точно, безошибочно

already – уже

automatically – автоматически

autonomously – самостоятельно, автономно

densely – скученно, плотно, компактно

directly – прямо, непосредственно,

effectively – успешно, эффективно

happily – радостно, охотно, с удовольствием

increasingly – в последнее время все чаще, все больше и больше

instantly – мгновенно, сразу же

just – просто, как раз, всего лишь, непосредственно

naturally – естественно, закономерно, естественным образом

not only...but... – не только ..., но и...
properly – как следует, должным образом
repeatedly – неоднократно, несколько раз
routinely – регулярно, планомерно, в плановом порядке
slowly but surely – медленно, но верно
specifically – специально, особым образом, как раз

1. Weed control is getting *increasingly* difficult. 2. *Repeatedly* tilling the soil to disrupt weed growth is costly. 3. Most farmers would *happily* hand a weeding chore to robots. 4. Robots can do this job *properly*. 5. Some phone apps can identify a plant from *just* a photo. 6. High voltage creates heat and *effectively* boils the plant's cells killing it from stem to root *instantly*. 7. The remnants of the plant can *naturally* decompose into the soil. 8. Robots will *routinely* scan fields using cameras and other sensors. 9. Early versions of this agribot are *already* in use on some farms. 10. Unlike many vegetables, cereals are grown more *densely* in rows. 11. Armed with computer algorithms, the agribot can zap grassy weeds in cereals *accurately*. 12. The agribot can navigate *autonomously* around the field of vegetables. 13. Future versions of the robot will apply pest treatment *directly* to individual plants. 14. These machines use a variety of systems *specifically* tailored to pick individual crops.

6. Look through the article and answer the questions:

What are Tom, Dick and Harry?
What does 'electricide' mean?

AGRICULTURE

Farming with Tom, Dick and Harry

WEST DEAN¹

Using cameras and AI², agricultural robots are on the rise

1. Slowly but surely, a spidery machine about the size of a golf cart swings an electrode over a tray of plants. Every few seconds there is a small puff of smoke as a weed keels over, having been zapped with a high voltage. The device doing the zapping is a prototype weeding robot developed by the Small Robot Company, a new firm operating out of an old munitions depot near Salisbury³, in south-west Britain.

2. Such machines, called "agribots", are appearing in many shapes and sizes from a variety of companies. Muddy tracks from other prototypes lead

into the Small Robot Company's workshop, where a row of 3D printers make bright orange components out of plastic. That makes parts easier to find should they fall off in a field, which is a sure sign that farmers are at work here, with roboticists and scientists.

3. Weed control is essential for improving crop yields, but it is getting increasingly difficult. Some weeds are becoming resistant to herbicides, which face stricter regulation and in some cases are being banned. On top of that, many consumers want organic produce. And labour shortages mean that repeatedly tilling the soil to disrupt weed growth using a mechanical hoe towed behind a tractor is costly, time consuming and not always practical.

4. Weeding is a chore that most farmers would happily hand to robots. But for a robot to do the job properly it must be able to distinguish a weed from what is being cultivated. That is becoming easier with advances in computer vision. Artificial-intelligence (AI) algorithms are getting better at classifying images. Some phone apps can now identify a plant from just a photo. Robots equipped with cameras will not only weed but automate other farming roles. Agribots, driverless tractors and other types of farm automation form an industry that is expected to grow at around 23% a year and to be worth more than \$20bn by 2025, according to MarketsandMarkets, an American research firm.

5. Having spotted a weed, there are several ways to try to kill it. The Small Robot Company's weeding agribot, called Dick, electrocutes them. The robot's wheels work like an electrode to make contact with the ground while another electrode is moved to touch the plant. This makes a circuit through the plant and creates heat, effectively boiling the plant's cells and killing it from stem to root instantly. It can take several thousand volts, although this is adjusted according to the type of weed. The remnants of the plant can then be left to naturally decompose into the soil.

Shocking

6. Dick will work with two other agribots, Tom and Harry, all of them electrically powered. The idea, says Ben Scott-Robinson, one of the company's co-founders, is that Tom will routinely scan fields to a level of detail of just a few centimetres. Using its cameras and other sensors, the spindly four-wheel-drive machine can cover about 20 hectares a day, mapping the health of every plant, along with soil conditions. When weeds appear, Dick will be dispatched to zap them. Harry, the third agribot, is under development for tasks such as seeding and applying precise levels of fertiliser to each plant, a process known as microdosing.

7. Tom will go into commercial production in August. Early versions are already in use on some farms in Britain, including the Leckford Estate, which is run by a large supermarket chain. Dick will begin trials later this year. Tom has already learnt how to spot broadleaved weeds and is being trained in the more difficult art of identifying grass-type weeds, which look similar to cereals. Unlike many vegetables, cereals are grown more densely in rows, which makes the mechanical hoeing of weeds a tricky operation. Armed with Tom's algorithms, Dick should be able to zap grassy weeds in cereals accurately.

8. The company will offer its robots as a service. Tom will live in a kennel on the farm, where it will download data for the farmer and recharge. Dick and Harry will be delivered to farms as and when they are needed, much as farmers already bring in contractors. This business model, reckons Mr Scott-Robinson, will demonstrate to farmers that the cost of using agribots will be competitive with other weed-control measures and provide additional benefits, such as being chemical-free.

9. Dick's zapping system is supplied by RootWave, another small British company, based near Leamington Spa. RootWave, which calls the process "electricide", already makes a hand-held version for spot weeding. Electricide does not disturb the soil or harm microbes, says Andrew Diprose, the firm's boss. As for safety, agribots would – like all farm machinery – need to be handled by trained operators. Built-in safety features, such as sensors that detect an approaching person or animal and shut the robot down, would reduce risks.

10. RootWave is working with other companies interested in electricide. These include Steketee, a Dutch producer of agricultural equipment. Its tractor-towed hoes already benefit from computer vision. Steketee equips one machine with cameras that detect well-spaced crops, such as vegetables, and then moves the hoeing knives in and out to weed not just along the rows, but also between individual plants.

11. Agribots can also hoe. Sebastien Boyer, an AI expert who has worked for IBM⁴ and Facebook⁵, co-founded FarmWise, a San Francisco-based company, in 2016 to develop farming robots. After field trials, the firm is about to launch its first agribot, called Titan. This can navigate autonomously around a field of vegetables, such as lettuce, broccoli and cauliflower, identifying individual plants and their location. As it moves, Titan deploys a series of rotary blades, which are automatically adjusted to slice into the soil at an appropriate depth to dispatch any weeds. Future versions will do other jobs, such as seeding and microdosing fertiliser and pest

treatments directly to individual plants. “It is personalized care for plants,” says Mr Boyer.

12. Self-contained agribots will have to compete with systems towed by smart tractors. Most modern tractors and combine harvesters can steer themselves across fields using satellite positioning and other sensors. Some tractors use digital maps of crops obtained by satellites and drones to highlight the places that require fertilizer or pesticides. Big tractor-producers, such as John Deere and CNH Industrial, which makes Case and New Holland machines (and whose largest shareholder owns shares in The Economist Group), are developing fully autonomous tractors.

13. When chemicals are required on crops, both tractor-towed systems and agribots could apply microdoses to the individual plants that require them, rather than spraying an entire field. Some trials have suggested microdosing could reduce the amount of herbicide being sprayed on a crop by 90 % or more. BASF, a German chemical giant, is working with Bosch, a German engineering firm, on a spraying system that identifies plants and then applies herbicides in just such a targeted way.

14. The development of harvesting agribots is also being driven by AI. These machines tend to come in many different shapes and sizes and use a variety of systems specifically tailored to pick individual crops, such as tomatoes, asparagus and lettuce. This suggests that agribots that weed and care for plants will evolve in a similar manner, their form depending on the crop concerned and its location, which could be a field, a vineyard or an orchard. Some may be smart machines towed by fully autonomous tractors, while in other cases swarms of small agribots will be employed. The one sure thing is that farmers won't spend a penny on any of them unless they prove they are up to the job.

The Economist, February 8th, 2020

NOTES

¹ **West Dean** – деревня в Западном Сассексе, Англия

² **AI (=artificial intelligence)** – искусственный интеллект

³ **Salisbury** [ˈsɔ:lzb(ə)rɪ] – г. Солсбери, графство Уилтшир, Англия

⁴ **IBM** – американская компания со штаб-квартирой в Армонке (штат Нью-Йорк), один из крупнейших в мире производителей и поставщиков аппаратного и программного обеспечения

⁵ **Facebook** – крупнейшая социальная сеть в мире и одноимённая американская компания Facebook, Inc., владеющая ею.

7. Read the article carefully and fill in the tables.

A

Name of the company	Location	What it does
Small Robot Company	near Salisbury, in south-west Britain	develops a weeding agribot
MarketsandMarkets		
Leckford Estate		
RootWave		
Steketee		
FarmWise		
John Deere		
CNH Industrial		
BASF		
Bosch		

B

Name of the robot	Its functions
Dick	A weeding agribot, dispatches weeds by electrocuting them
Tom	
Harry	
Titan	

8. Answer the questions about the article.

1. What does a prototype weeding robot developed by the Small Robot Company look like? How does it dispatch weeds?
2. Why are agribot components made of bright orange plastic?
3. Why is weed control getting increasingly difficult?
4. How can a robot distinguish a weed from what is being cultivated?
5. How are weeds killed when agribot Dick spots them?
6. What does Tom, another farming robot, look like?
7. What chores will Tom do?
8. What is microdosing?
9. What tasks is Harry, the third robot, being developed for?
10. Which of the three robots is already in use?
11. Why is it difficult for the agribot to identify grassy weeds?
12. Why is mechanical hoeing of grassy weeds a tricky operation?
13. Will farmers have to buy agribots for their operations?
14. What are the benefits of the process called 'electricide'?

15. What built-in safety features will agribots have?
16. How do tractor-towed hoes benefit from computer vision?
17. How will the agribot Titan work?
18. In what way are modern tractors and combine harvesters different from the old ones?
19. Why is microdosing better than spraying an entire field?

Text 10

RURAL LIFE

Pre-reading tasks

1. These words will help you understand the article.

blow one's mind – вынести мозг, потрясти

branch out into – расширить дело, открыть новое предприятие

flock – стекаться, скапливаться, собираться

herd sheep – пасти овец

log cabin – бревенчатый домик

loo [lu:] – сортир, уборная

phasing out – поэтапная ликвидация

wheelbarrow – тачка, ручная тележка; катить на тележке

wild swimming – плавание в открытых водоемах, а не в бассейнах

yurt [juət] – юрта

RURAL LIFE

Carry on glamping¹

BRADFORD-ON-AVON²

Why farms are moving into solar energy, campsites and natural burials

1. "I'm a fifth-generation farmer, although I don't do much farming now," admits Tim Bowles. Instead, he runs Campwell, a trendy campsite on the family farm outside Bradford-on-Avon, a town in Wiltshire. Young professionals flock to stay in log cabins, yurts and bell tents – with compost loos – and to enjoy activities like yoga, wild swimming and sheep herding. "It'd probably blow my great-grandfather's mind," Mr Bowles says.

2. In the past decade, the number of holdings in England has fallen by a fifth, reflecting dwindling incomes, consolidation and also definitional

changes. To survive, farmers are turning to new ways of making money. According to official figures, 65 % of English farms now do more than just grow crops or raise livestock, up from 58 % in 2013. The phasing out of the common agricultural policy³ – an EU subsidy scheme – provides an extra incentive to find new sources of cash. Green subsidies provide a reason to build solar farms, as many are.

3. Yet farmers are not just diversifying, they are doing so in increasingly diverse ways, too. The covid-19 pandemic has seen them branch out into home deliveries, milk-vending machines and holiday accommodation. One farmer is creating a natural burial site. A shorthorn⁴-cattle farm in Scotland now offers speedboat trips on its loch⁵. Another in Norfolk is opening an outdoor theatre.

4. Farms are also taking inspiration from their urban neighbours. Many are now opening places to work, after the success of a farm in Leicester-shire⁶, called Burrough Court. It opened a 22-acre office park in 2000, complete with a yoga studio. “The local agents said my father was barking mad,” recalls Becky Wilson, the marketing manager. Now it is expanding.

5. The average farmer is 60 years old, and resistant to change. But that is less true of their children. Matt Loble of the University of Exeter⁷ says that many avoid traditional agricultural training by going to university, often to study business or marketing, before starting an independent career. “They then come back with a whole load of different ideas...and are often really quite innovative,” he notes. Richard Bower is one such example. His parents discouraged him from farming, so he went off to work in food marketing. He has now returned, and has spent £1.8m (\$2.5m) setting up a café, adventure playground and soft-play centre. “Historically farmers said ‘Get off my land’,” says Mr Bower. “Nowadays we are saying ‘Get on my land’.”

6. The government wants to encourage this new breed. On May 19th George Eustice, the environment secretary, launched a consultation about the idea of paying older farmers a lump sum⁸ (of up to £100,000) to retire. Farms would then become more innovative places, or so the theory goes. Outside Bradford-on-Avon, Mr Bowles’s father shows no lack⁹ of entrepreneurial zeal, running self-catering cottages. There is, however, a clash in styles. Mr Bowles says his father can often be seen wheelbarrowing dead sheep through the farm while guests arrive. “He’ll just say, ‘Oh, it’s a farm, isn’t it?’”

The Economist, June 12th, 2021

NOTES

¹ **glamping** – глемпинг (контаминация слов *glamorous* и *camping*), разновидность кемпинга, объединяющая в себе комфорт гостиничного номера с возможностью отдыха на природе; туризм люксовой категории, с дизайнерскими рюкзаками, огромными палатками и едой, которая отличается от тушенки с перловкой.

² **Bradford-on-Avon** – Брэдфорд-на-Эйвоне, город в графстве Уилтшир (Wiltshire [ˈwɪltʃɪə]), Англия

³ **common agricultural policy** – общая аграрная политика стран ЕЭС

⁴ **shorthorn** [ˈʃɔːthɔːn] – шортгорн, английская порода крупного рогатого скота мясного и молочного направления

⁵ **loch** [lɒk] – озеро в Шотландии

⁶ **Leicestershire** [ˈlestəʃɪə] – Лестешир, графство в Англии

⁷ **University of Exeter** – Эксетерский университет, расположен в городе Эксетер, графство Девон, Англия

⁸ **lump sum** – крупная сумма, выплачиваемая единовременно

⁹ **no lack** – обилие, немало, достаточное количество

2. Find in the article the English equivalents of the following Russian expressions.

1) Фермер в пятом поколении, 2) программа субсидий, 3) дополнительный стимул, 4) уменьшающиеся доходы, 5) новые способы зарабатывания денег, 6) выращивать сельскохозяйственные культуры, 7) заниматься скотоводством, 8) солнечные фермы, 9) автомат для продажи молока, 10) новые источники денежных средств, 11) кинотеатр под открытым небом / театр на открытом воздухе, 12) торговля продовольственными товарами, 13) прогулки на быстроходном катере, 14) министр по вопросам охраны окружающей среды, 15) детский игровой городок / игровая площадка с аттракционами, 16) предпринимательское рвение.

3. Answer the questions about the text.

1. What is Campwell? What is this place popular for?
2. How much has the number of holdings in England fallen in the past decade? Why?
3. What do farmers do to survive?
4. What do farmers branch out into?
5. What made a farm, called Burrough Court, famous?
6. How did Richard Bower diversify his parents' farm?
7. Why does the government want older farmers to get out of business?
8. How is the government going to make older farmers retire?

APPENDIX

План-схема реферирования статьи

План ответа	Полезные выражения
1. The title of the article	The article is headlined... The headline of the article I have read is...
2. The author of the article, where and when the article was published	The author of the article is... The article is written by... It is published in ... The article is taken from ...
3. The general topic of the article, the aim of it	The main idea of the article is... The central idea can be worded in the following way. The article is about... The article is devoted to ... The article deals with... The article touches upon... The purpose of the article is to give the reader some information on... The aim of the article is to provide the reader with some material (data) on...
4. The contents of the article. Some facts, names, figures	The author starts by telling the reader that... Further the author reports that... The author writes (states, stresses, thinks, points out) that... The article describes... According to the text... Further the author reports (says)... I want to single out the key points on which the article is based. I want to point out the following facts that turned out to be new for me. The article goes on to say that... In conclusion... The author comes to the conclusion that...

<p>5. Your opinion of the article</p>	<p>I found the article interesting (important, dull, of no value, too hard to understand...) The article contains a lot of key / important words (terms). The information is up-to-date and important not only for... but for... (average men). The article is pretty packed, expressive, and very emotional; contains (very) important facts. The article expresses (doesn't express) the opinion of the author; it just states the facts. In conclusion I want to add... As for me, I'm sure that...</p>
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A sample summary

The headline of the article I have read is “Kleinwort Wins Rosneft Price Tender”. This article is written by Jeanne Whalen and it was published in “The Moscow Times” on the 3rd of March, 1998.

The aim of the article is to provide the reader with some information on the tender for Rosneft which will take place in March. A tender is the privatization auction with many sellers and one buyer which can conduct the evaluation for the ware.

The author begins with telling the reader that German investment bank “Dresden Kleinwort Benson” has won the right to evaluate the worth of Rosneft before the company is sold in the privatization auction later this year. Sergei Pervizentsev, a spokesman for the Privatization Ministry said that Kleinwort Benson offered to conduct the evaluation for \$ 650.000, underbidding its closest competitor by about \$1.000.000 in a tender decided on Saturday. This bank has worked as an adviser for Gasprom and helped arrange \$3 billion syndicated loan and a \$1.2 billion bridging loan for Rosneft and the bank will bid on Rosneft in alliance with Royal Dutch/Shell and LUKoil.

Alexandr Agibalov, an oil analyst with Russian brokerage Aton said that this company had a good reputation and to ruin it by giving some information for Gasprom was not in its interest. **Then the author writes** that there were many other companies competed in the tender, **for example:** “Robert Fleming Securities”, “Deutsche Morgan Grenfell”, “Analyze”, etc.

The author replies that Russia’s federal government didn’t want any auditor affiliated with a Rosneft bidder to conduct the valuation. In order to do

it, the government chose to hire an independent auditor to value the worth of Rosneft and to recommend starting prices. The author reports that once the auditor determines Rosneft worth, it is up to the tender commission, consisting of seven people, to set up starting prices.

Then the author tells us that other bidders for Rosneft are an alliance between British Petroleum and Uneximbank's Sidako, Yuksi, the oil company soon to be created in merger between Yukos and Sibneft.

According to Agibalov the commission will set the prices higher, if the government sells 75-percent-plus-one-share of Rosneft. *The author further says* that the format of this tender is more desirable for bidders. *He adds* if the government chooses to sell only 50-percent-plus-one-share of Rosneft, Gasprom and Uneximbank groups will be less interested in bidding because this scheme will not allow the winner to exercise full control over the company.

In conclusion I can say that I found this article very interesting and very important not only for me, but for everybody in Russia. This situation tells us that Russia is in an economic crisis now and the government wants to earn some money by selling Russian companies to foreign firms in order to stabilize our economy. I think that this approach is erroneous, *but what is done cannot be undone.*

My opinion is that the Russia's government mustn't sell out our companies to foreign bidders even though it hasn't enough money. But the government must do something to make Russia's economy and industry function, if it wants Russia to become the greatest and the wealthiest country in the world the way it was.

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PROBLEMS AND ACHIEVEMENTS**

Учебно-методическое пособие

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