Coffee

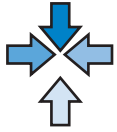## Discuss

Discuss these questions with a small group.

1. Do you drink coffee? If so, how often? What kinds of coffee drinks do you like?

2. Are coffee shops popular where you live? What kinds of people go there? What are some reasons a person would drink coffee in a coffee shop instead of at home?

3. Name some countries that produce a lot of coffee. (Check your answers on page 21). Which countries do you think import a lot of coffee? What do you know about how coffee is grown?

Reading 1: Cross-Cultural Communication

Pre-Reading Activities

Skimming and Scanning

As a student, you will be assigned a lot of reading. Sometimes it is important to read slowly and carefully. Other times, you are just trying to find specific information. Skimming and scanning are skills that will help you with both of these types of reading.

SKIMMING

To **skim** means to run your eyes over a text very quickly. Read the title so that you know what the reading is about. Read the first few sentences of each paragraph to get the main ideas. Quickly read the conclusion. You will also get an impression of how long the reading is and how difficult it will be.

You might think it will take more time to first skim and then go back to the beginning to read carefully. But actually, skimming will *save* you time because you will read more easily and remember more.

Most of the time, you would not skim a novel. But try skimming your academic reading, as well as newspaper and magazine articles and websites. You will also practice skimming in almost every reading in this book.

SCANNING

To **scan** means to look just for specific information. When you look for a definition in a dictionary, you are scanning. You are looking for only one entry. You find it as quickly as you can, and you read only that information.

When you scan, think first about what kind of answer you are looking for. Are you looking for someone's name? Then look for two words with capital letters (**M**ohandas **G**andhi). Are you looking for a date? Then look for four numbers together (1876).

Practice

Practice what you learned about skimming and scanning by answering the questions.

1. Would you skim or scan to find this information? Check (✓) the correct box. Then compare your answers with a partner.

	Skim	Scan
a. What percentage of the earth's surface is water		
b. How many pages the article is		
c. Whether there are graphs and charts in the article		
d. Whether there are any direct quotes from specialists		
e. Who the author of the article is		
f. Whether the article is humorous or serious		
g. What the author's conclusion is		
h. How many species of wild animals in Europe are endangered		
i. What the lowest temperatures are in Antarctica		
j. How much the average apartment costs in New York		

2. Work with a partner. For each item that you would scan, discuss what the answer would look like.

_____

_____

_____

_____

_____

_____

Vocabulary

Work alone or with a partner. Cross out the words that do NOT have a similar meaning to the first word or expression. Cross out one or two words for each item. Use a dictionary if necessary. One has been done for you as an example.

Ex. coffee shop	~~farm~~	café	espresso bar
1. in a foreign country	local	overseas	abroad
2. beverage	drink	snack	meal
3. grow	increase	expand	agree
4. consumer	buyer	seller	shopper
5. respond	produce	reply	answer
6. survey	poll	expression	statement
7. attitude	opinion	feeling	appearance
8. prefer	disagree with	would rather	like better

Predict

Work with a partner. Look at the title of the reading (page 6). A multi-national coffee chain is a company with its stores in different countries. What multi-national coffee chains do you know? What do you think the reading will be about?

Skim

Skim the reading quickly. Then circle the answer option that applies to you.

1. The reading will be *easy / medium / difficult* for me to understand.

2. There are *four / five / six* paragraphs.

3. I *need to / don't need to* look at the graphs.

Scan

Find these answers to the questions in the reading as quickly as you can. Raise your hand to show your instructor when you have finished. You will check your answers later.

1. When did Starbucks open its first store? _____

2. How many people took the survey? _____

3. How many different countries did they come from? _____

4. What country is called a "major producer of coffee"? _____

Read

Read the excerpt from a textbook. For this reading, do not use a dictionary. Underline any words that you do not understand.

Attitudes Toward Multi-National Coffee Chains

1   In past decades, Europe was known for its small local cafés and espresso bars. In Asia, tea was the preferred drink, and most Americans had a cheap cup of coffee at a restaurant or drank instant coffee at home.

2   At the end of the 20th century, however, that began to change. The American company Starbucks, which opened its first store in 1971, began to expand rapidly in the 1990s, both in the U.S. and overseas. As of 2008, Starbucks had nearly 16,000 stores in 44 countries. At the same time, coffee itself became a more popular beverage.

3   However, while large multi-national coffee chains sell their drinks all over the world, people feel differently about them in different countries. A recent survey of 5,806 people in different countries about their attitudes toward large coffee companies showed some surprising results. In total, 76% of respondents agreed with the statement "large multi-national coffee chains are good because they expand choices for consumers." This means, of course, that a little more than a quarter of the respondents disagreed with the statement.

4   Figure 1 shows the responses by country. The highest percentage of people agreeing with the statement, 94%, comes from Brazil—a country that is a major producer of coffee. In contrast, only 67% of respondents from the U.S., a country that does not produce much coffee, felt multi-national coffee chains expand choices for consumers, and the percentage was even lower in Australia, where fewer than two-thirds of respondents agreed with the statement.

Figure 1

Do you agree that large multi-national coffee chains are good because they expand choices for consumers?

	Total	Singapore	Hong Kong	Brazil	Serbia	France	U.K.	U.S.	Morocco	Australia
Percentage that Agree	76%	73%	78%	94%	81%	74%	73%	67%	84%	60%

Source: Synovate

5   A second survey question asked about the quality of coffee from international chains as compared to local coffee shops; 74% of respondents from Morocco thought that coffee from chains was of higher quality than that from local shops (Figure 2). In Hong Kong, half of the respondents preferred coffee from chains, and half of them preferred coffee from independent shops. In the U.S., however, only 14% of respondents thought coffee from multi-national chains was of higher quality, and in Australia the figure was even lower (a little less than 11%).

Figure 2

Do you agree that coffee from large international chains is of better quality than coffee from small independent shops?

	Total	Singapore	Hong Kong	Brazil	Serbia	France	U.K.	U.S.	Morocco	Australia
Percentage that Agree	32.8%	38.9%	50.0%	46.9%	42.4%	25.3%	22.6%	14.1%	74.3%	10.6%

Source: Synovate

Post-Reading Activities

Main Ideas

Circle the answer that best expresses the main ideas of the reading.

1. What is the main idea of the reading?

   a. Coffee tastes different in different countries.

   b. People in different countries have different opinions about coffee chains.

   c. Coffee is becoming more popular in countries around the world.

2. _____ of the people surveyed approved of multi-national coffee chains.

   a. Most

   b. Some

   c. Few

Write your answer to the question. Then explain it in your own words to a partner.

3. What does this statement mean?

   > *Large multi-national coffee chains are good because they expand choices for consumers.*

   _____

   _____

   _____

   _____

Vocabulary

Use your dictionary, check with a partner, or ask your teacher for the meaning the words that you underlined. Read the sentences in the reading again. Which underlined words are important to understanding the text? List them.

_____   _____   _____

_____   _____   _____

_____   _____   _____

Read the textbook reading again. Then continue with the exercises that follow.

Details

Write the answer to the questions about the reading.

1. In 2008, how many stores did Starbucks have? _____

2. Which three countries had the highest number of survey respondents who agreed with the statement *Large multi-national coffee chains are good because they expand choices for consumers*?

   _____   _____   _____

3. Which four countries had the lowest number of survey respondents who agreed with that statement?

   _____   _____

   _____   _____

4. According to Figure 2, people in the U.K. have attitudes most similar to people in which country? _____

Reading Skills: Skimming and Scanning

Discuss these questions with a partner or small group.

1. How did you answer the **Skim** questions on page 5? Do you think your answers were accurate?

2. Check your answers to the **Scan** questions on page 5. Were all of your answers correct?

Understanding the Text

Circle the best answer.

1. What is the purpose of Paragraph 1?
   a. To tell a short story about coffee
   b. To explain the purpose of the survey
   c. To give a little history about the subject

2. Which phrase shows you the purpose of Paragraph 1?
   a. *in past decades*
   b. *tea was the preferred drink*
   c. *most Americans*

3. What is the purpose of Paragraph 2?
   a. To talk about a change
   b. To describe coffee production
   c. To give information about one company

4. In Paragraph 4, what is *surprising*?
   a. That 76% of survey respondents approve of multi-national coffee chains
   b. That 5,806 people in different countries drink coffee
   c. That people in different countries have different attitudes toward coffee chains

5. In Paragraph 5, why are only Morocco, Hong Kong, the U.S., and Australia mentioned?
   a. Those countries have the highest and lowest percentages.
   b. Most people reading the article are probably from those countries.
   c. The other countries have very similar percentages.

Extension

Discuss these questions with a small group, or write a paragraph of response for each.

1. In the United States, only 14 percent of respondents thought coffee from multi-national chains was of higher quality than coffee from local shops. Can you conclude that Americans don't drink much coffee from multi-national chains? Why or why not?

2. What might be some reasons that the results from the United States and Australia were similar?

3. Imagine that you work in the marketing department of a large multi-national coffee chain. What information in Reading 1 is important to you? What will you do with that information?

Reading 2: Environmental Science

Pre-Reading Activities

Transitions

Transitions are words and phrases that help readers move from one idea to the next. They are common at the beginnings of sentences and paragraphs. Understanding the meaning of transitions will prepare you for the ideas that you will read. Some common transitions and their meanings are listed.

At first, / Before / In years past, / Traditionally, = Show that the sentence will discuss a change, such as a change in attitudes or habits.

> *At first, people drank brewed coffee in restaurants. Later, they bought instant coffee to make at home.*

These days, / Today, / Now, / Later, = Show a change from the past. Usually what has changed was discussed in a previous sentence or paragraph, and the new habit or attitude will be discussed next.

> *Traditionally, Turkish people drank very strong dark coffee. These days, lighter coffee drinks with milk are becoming more popular.*

In addition, / Furthermore, / Moreover, = Show an additional reason or example. **Furthermore** and **Moreover** sometimes indicate that the following reason or example is more important.

> *Drinking coffee gives you physical energy. Moreover, it makes you more mentally alert.*

Unfortunately, = Shows a disadvantage of something that has just been discussed.

> *Coffee from the area of Kona, Hawaii, is particularly delicious. Unfortunately, it is also quite expensive.*

Fortunately, / Luckily, = Show a positive side of something that has just been discussed. **Fortunately** and **Luckily** are often used to show how to solve a problem.

> *Drinking coffee can keep you awake at night because of its caffeine. Fortunately, it is easy to buy decaffeinated coffee that tastes the same but will still allow you to fall asleep later.*

However, / But, = Show the opposite of something that has just been discussed.

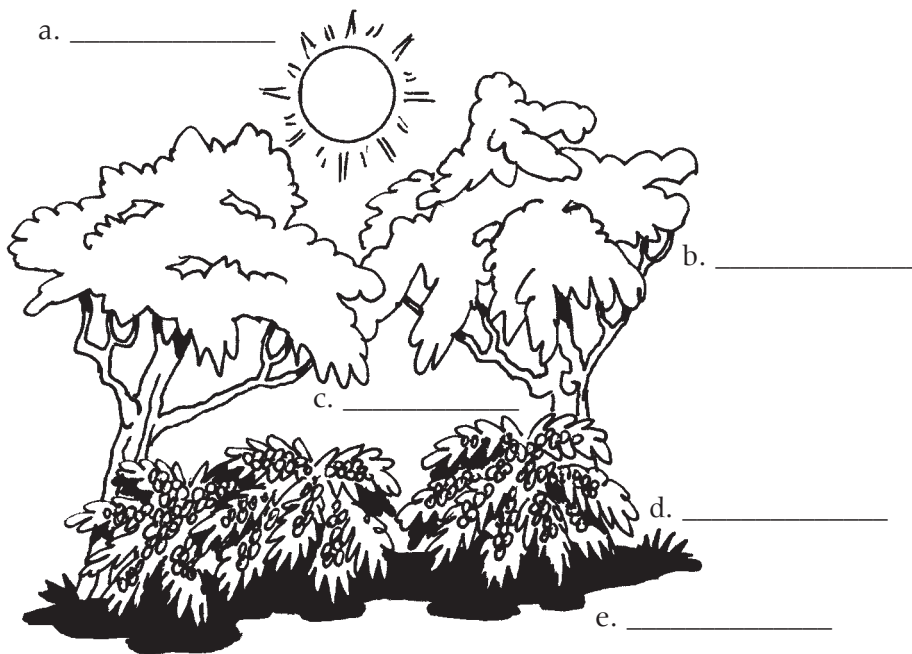> *Drinking coffee has some health benefits. However, drinking too much coffee can damage your health.*

Vocabulary

Complete the vocabulary exercises.

1. Label the drawing with words from the box.

bush	canopy	shade	sun	tree

a. _____

b. _____

c. _____

d. _____

e. _____

2. Match the word on the left to its definition on the right. You may use a dictionary.

1. *chemical* _____

2. *deforest* _____

3. *fertilizer* _____

4. *habitat* _____

5. *indigenous; native* _____

6. *migrate* _____

7. *natural* _____

8. *pesticide* _____

9. *poison* _____

10. *predator* _____

11. *wildlife* _____

a. a plant or animal that is originally from a certain area; not foreign

b. something added to soil to help plants grow

c. an animal that eats another animal

d. to travel a long distance; for birds, to travel to another area when the seasons change

e. animals and plants that live naturally, not in zoos or gardens

f. not made by machines or people

g. something that is made by or used in chemistry

h. something that makes people or animals sick or that kills them if they eat it

i. to cut down many trees

j. the natural area where plants and animals live

k. a chemical that kills insects

3. Circle the correct form of the word to complete the sentences.

   a. These beautiful flowers were grown without *chemicals / chemically*.

   b. *Deforest / Deforestation* is a big problem in some countries. They are losing their rainforests.

   c. The vegetables grew larger after they were *fertilized / fertilizer*.

   d. It's exciting to see animals outdoors in their natural *habitat / inhabit*.

   e. There aren't many indigenous plants in this garden. The plants here came from somewhere else, so they are not *native / natives* to this area.

   f. In the fall, I can see *migrate/ migrating* birds flying south for the winter.

   g. This land is *natural / naturally* dry. Not much rain falls here.

   h. It's important to keep *pesticides / pesticidal* away from children.

   i. This animal is sick. It might have been *poison / poisoned* by chemicals in its food.

   j. A mouse has a lot of *predator / predators*.

   k. There are laws that protect the *wildlife / wildlives* here.

Predict

Work with a partner. Review the vocabulary on pages 13–15. Look at the title of the reading (page 17). What do you think the reading will be about? What do you think is the answer to the question in the title?

Skim

Skim the reading quickly. Then circle your answers to the questions.

1. The reading will be *easy / medium / difficult* for me to understand.

2. This is a reading from *a textbook / a newspaper / an online blog.*

Scan

Find and circle these words and phrases in the reading as quickly as you can. They are listed in the order they appear in the reading. Raise your hand to show your instructor when you have finished.

However

Traditionally

However

At first

Unfortunately

Furthermore

Fortunately

But

Read

A blog is a website that contains information and opinions. The entries are dated and maintained by an individual. Read the posting from a blog. For the first reading, do not use a dictionary. Underline any words that you do not understand.

Why Buy Shade-Grown Coffee?

June 28, 2008

1 When people argue about whether coffee is good for health, they're usually thinking of the health of the coffee drinker. Is it good for your heart? Does it increase blood pressure? Does it help you concentrate? However, coffee affects the health of the human population in other ways, too.

2 Traditionally, coffee bushes were planted under the canopy of taller indigenous trees. However, more and more farmers in Latin America are deforesting the land to grow full-sun coffees. At first, this increases production because more coffee bushes can be planted if there aren't any trees. With increased production comes increased profits.

Coffee Beans

3 Unfortunately, deforesting for coffee production immediately decreases local wildlife habitat. Native birds nest and hide from predators in the tall trees and migrating birds rest there.

4 Furthermore, in the long term, the full-sun method also damages the ecosystem because more chemical fertilizers and pesticides are needed to grow the coffee. The fertilizers and pesticides kill insects that eat the coffee plants, but then the birds eat the poisoned insects and also die. The chemicals kill or sicken other animals as well, and can even enter the water that people will eventually drink.

5 Fortunately, farmers in Central and South America are beginning to grow more coffee bushes in the shade. We can support these farmers by buying coffee with such labels as "shade grown" and "bird friendly." Sure, these -varieties might cost a little more. But we're paying for the health of the birds, the land, ourselves, and the planet. I think it's worth it.

Melissa K. McGuire

Post-Reading Activities

Main Ideas

Circle the answer that best expresses the main ideas of the reading.

1. What is the main idea of the reading?

    a. Farmers are changing the way they grow coffee.

    b. Coffee is becoming more expensive to produce.

    c. People should buy shade-grown coffee.

2. Shade-grown coffee is _____ to buy than sun-grown coffee.

    a. more expensive

    b. less expensive

3. Shade-grown coffee is _____ for the environment than sun-grown coffee.

    a. better

    b. worse

Vocabulary

Use your dictionary, check with a partner, or ask your teacher for the meaning the words that you underlined. Read the sentences in the reading again. Which underlined words are important to understanding the text? List them.

_____   _____   _____

_____   _____   _____

_____   _____   _____

Read the blog again. Then continue with the exercises that follow.

Details

Circle the answers to the questions. Some questions have more than one answer.

1. What areas of the world are growing the coffee discussed in the blog?
   a. Central America
   b. North America
   c. South America
   d. Europe
   e. Africa
   f. Asia

2. According to the blog, how do farmers find more land for growing full-sun coffee?
   a. The move to another country.
   b. They buy more land from other farmers.
   c. They cut down trees.

3. According to the blog, what does increased production of full-sun coffee cause?
   a. higher profits
   b. lower profits
   c. higher quality coffee
   d. larger farms
   e. decreased habitat for birds
   f. more natural fertilizers
   g. more insects
   h. increased use of pesticides

Reading Skills: Transitions

Circle the best answer to each question about transitions.

1. What is the function of the word *However* in Paragraph 1?

   a. To change the topic from the effect of coffee on people to the effect of growing coffee on the environment

   b. To show that there are both positive and negative effects of coffee for people who drink it

2. What is the function of the word *Traditionally* in Paragraph 2?

   a. To show how things are now

   b. To show how things used to be

3. What is the function of the phrase *At first* in Paragraph 2?

   a. To show that something is the most important

   b. To point out that something is no longer true

4. What is the function of the word *Unfortunately* in Paragraph 3?

   a. To explain why native birds shouldn't nest in trees

   b. To explain why deforestation is bad

5. What is the function of the word *Furthermore* in the Paragraph 4?

   a. To show more disadvantages to growing coffee in the sun

   b. To show how farming methods are still changing

6. What is the function of the word *Fortunately* in Pargraph 5?

   a. To show the advantages of deforestation

   b. To show a change

7. What is the function of the word *But* in Pargraph 5?

   a. To show why paying more money for shade-grown coffee is important

   b. To explain why shade-grown coffee is more popular now

Understanding the Text

Discuss these questions with a partner or small group.

1. Why does full-sun coffee need more chemical fertilizers and pesticides than shade-grown coffee?

2. What might be some reasons that more farmers are planting shade-grown coffee now?

Extension

Discuss these questions with a small group, or write a paragraph of response for each.

1. Would you pay more for a cup of shade-grown coffee? Why or why not? If you would, how much more would you be willing to pay?

2. Who can control how much coffee is shade-grown? Name as many types of people and organizations as you can. Who do you think has the most control? The least control?

Answer for Question 3 on page 2:
Top coffee producers of 2005:
1. Brazil
2. Vietnam
3. Indonesia
4. Colombia
5. Mexico
6. India
7. Ethiopia
8. Guatemala
9. Honduras
10. Uganda
Data from the Food and Agricultural Organization of the United Nations: www.fao.org.