

5.10经济学人考研雅思|牛的买卖



April 23th 2022 【Asia】

Cattle trading

Moo with the times

牛的买卖

与时俱“哞”

Indian cows (and buffaloes) are going online

印度的牛（以及水牛）走到了线上

【1】Six cows **munch** on dry **grass** in a **barn** in Vajeghar, a village some five hours from Mumbai. Ajay Shilimkar, a **dairy** farmer, beams as he **introduces** them to your **correspondent**. One, named Laali, is his most recent **acquisition**. “She **listens** to what I say. I don’t need a **stick**,” he says. Laali moos **triumphantly**.

距离孟买有5小时路程的地方有一座名叫Vajeghar的村庄，有6只奶牛在畜棚里卖力地嚼着干草。奶农Ajay Shilimkar正喜气洋洋地向本刊记者介绍奶牛。其中一头奶牛名叫Laali，这是他近期最新收购的。“她听得懂我说的话，我不需要拿着棍子教她，”他说道。Laali则欢欣鼓舞地叫了几声。

【2】Until recently, Mr Shilimkar would have gone to

中文导读

印度的牛（以及水牛）走到了线上

1

munch /mʌn(t)ʃ/ vt. 用力咀嚼；大声咀嚼 vi. 用力咀嚼；大声咀嚼 n. 用力的咀嚼 **Workers gathered to munch, gossip, kibitz, laugh.** 员工们聚拢来，大嚼，闲话，抢话，大笑。

grass /grɑ:s/ n. 草；草地，草坪 vt. 使……长满草；使……吃草；放牧 vi. 长草 **Tom grassed his opponent with a well-placed blow. Bill must have grassed on us.** 比尔肯定把我们出卖了。

barn /bɑ:n/ n. 仓房 牲口棚 **The walls of the barn had weathered.** 谷仓的墙壁已经褪色了

dairy /ˈdeəri/ n. 乳品店；制酪场；牛奶及乳品业；乳牛；奶制品 adj. 牛奶的；牛奶制的；乳品的；产乳的 **He ran his father's dairy in Kent.** 他经营父亲在肯特郡的一家牛奶场。

introduces /ˌɪntrəˈdju:sɪz/ v. 把...介绍(给)，引见，(自我)介绍，主持(节目)，介绍(讲演者或演员)，使初次了解，使尝试 **introduce** 的第三人称单数 本课程出自公众号：考研英语外刊学习，制作不易，尊重原创，愿诸君上岸！

correspondent /kɒrɪˈspɒnd(ə)nt/ n. 通讯员，记者 通信者 **The European correspondent will headquarter in Paris.** 欧洲记者将她的总部设在巴黎。

acquisition /ˌækwiˈziʃ(ə)n/ n. 获得物，获得；收购 [复数 acquisitions] **He is a valuable acquisition to the team.** 他是球队中一个不可多得(新)队员。

listens /ˈlɪsnz/ v. (注意地)听，倾听，听信，听从，(让对方注意)听着，注意听 **listen** 的第三人称单数 本课程出自公众号：考研英语外刊学习，制作不易，尊重原创，愿诸君上岸！

stick /stɪk/ vt. 粘贴；刺，戳；伸出 vi. 粘住；坚持；伸出 n. 棍；手杖；呆头呆脑的人 **Just stick it down anywhere you like.** 把它随便放在什么地方都行。

triumphantly /traɪˈʌmfəntli/ adv. 耀武扬威地；得意扬扬地 **The trial pilot is heading triumphantly for home.** 那个试飞飞行员正向基地胜利返航。

2

middleman /ˈmɪd(ə)lmæn/ n. 中间人 **the noted Hollywood middleman and go-getter extraordinaire.** 著名的好莱坞经纪人及卓越的实干家。

fairs /feə/ abbr. Federal Aviation Information Retrieval System 〈美〉(FAA)联邦航空情报检索系统 **Albeit fair, she was not sought after.** 尽管她很美，可没有人追求她。

beast /bi:st/ n. 野兽；畜生，人面兽心的人 **There are wild beasts in the mountains.** 山中有野兽。

platform /ˈplætfɔ:m/ n. 月台，站台；讲台；平台；坛 **The platform was crawling with grey-green uniforms.** 月台上全是穿灰绿色制服的人。

3

one of India's many livestock **fairs** in search of a new **beast**. But he found Laali on Animall, a cattle-trading **platform**. The seller, who listed her for 45,000 rupees (\$590), lived just 20km away. Mr Shilimkar reckons he saved at least 10,000 rupees that would otherwise have gone to a **middleman**.

不久以前，如果想要给乳品厂增添新的牲畜，Shilimkar就得亲自前往印度诸多的活畜交易市场。但是奶牛Laali正是他在名为“动物市场（Animall）”的牛交易平台上购得。卖家要价45,000卢比（约合590美元），距离Shilimkar仅20公里远。如果有中间商赚差价，Shilimkar估算自己至少会多付出10,000卢比的费用。

【3】Mr Shilimkar is among 75m **dairy** farmers in India, and Laali one of 200m cows (there are another 100m buffaloes). The **dairy** industry is worth \$174bn and **produces** a fifth of the world's milk. Enticed by the **prospect** of juicy **margins** from formalising a highly **fragmented** market, many startups have emerged in the past few years. The companies make money by charging fees or providing extra services, such as online vet **appointments**. Animall claims to have made 1m sales since it was set up in 2019, and has received \$23m in investment. Gaurav Choudhary of Pashushala, the first such startup to be founded, in 2018, says his aim is “democratising cattle”.

Shilimkar是印度7500万奶农的一员，Laali则是2亿奶牛（以及1亿水牛）的一头。印度的乳品行业价值约1740亿美元，出产的牛奶份额占世界市场的1/5。若将这个高度碎片化的市场成形，那么其利润前景不可小觑，因此过去几年间，众多初创企业选择在乳品行业起家。这些公司通过收费或提供额外服务赚钱，例如有线上预约兽医服务。“动物市场平台”声称自其于2019年创立以来，平台交易量已达100万，并收到了

produces /prəu'dju:s/ n. 过程管理，产品（produce复数形式） **Tongzhong, facts prove that opposing Rightism can produce grain, can produce foods!**It's a marvel! 铜钟，事实证明，反右倾可以反出粮食，反出吃的，灵得很！”

prospect /'prɒspekt/ n. 景象，景色 前景；前途 可能成为主顾的人；有希望的候选人 vi. 勘探；勘察 时 态：prospected, prospecting, prospects **Such prospects almost dazzled the young girl.**如此光辉的前景几乎使小姑娘眼花缭乱。

margins /'mɑ:dʒɪn/ n. [会计] 利润；[心理] 边缘；边际（margin的复数）；（期权）[金融] 保证金 **The proposal carried by a wide margin.**提案获得多数通过 **fragmented** /'frægmentɪd/ v.(使)碎裂，破裂，分裂 fragment的过去分词和过去式 **Jupiter's gravity slingshots the fragments toward Earth.**木星的重力使碎片加速飞向地球。

appointments /ə'pɔɪntmənts/ n. 约会, 预约, 约定, 任命, 委任, 职务, 职位 appointment的复数 本课程出自公众号：考研英语外刊学习，制作不易，尊重原创，愿诸君上岸！

4

chaotic /keɪ'ɒtɪk/ adj. 混乱的，无秩序的；混沌的 **The traffic in the city was chaotic.**这城市的交通糟透了。

register /'redʒɪstə/ vt. 记录；注册；登记；把...挂号；挂号邮寄；正式提出 vi. 登记；注册；挂号 n. 注册；登记簿；登记；记录；寄存器 **The holes for the bolts register perfectly.**螺栓的孔眼完全合适。

unload /ʌn'ləʊd/ vt. 卸；摆脱...之负担；倾销 vi. 卸货；退子弹 **European exporters simply thawed their beef before unloading.**欧洲的出口商们仅是在卸货前把牛肉解冻。

thieves /θi:vz/ n. 小偷（thief的复数） **Lax security allowed the thieves to enter.**松懈的保安措施使小偷有机可乘。

prospective /prə'spektɪv/ adj. 预期的；未来的；可能的 **The poor location of the condominium turned away many prospective buyers.**公寓房偏僻的位置赶跑了许多很有希望的买主

veterinarian /ˌvet(ə)rɪ'neəriən/ n. 兽医 **Shelly took the sick cat to a veterinarian.**雪莉带着生病的猫咪去看兽医。

complains /kəm'pleɪnz/ v. 抱怨；控诉；发牢骚（complain的第三人称单数形式） **She never complains, but she's obviously exhausted.**她虽然从不抱怨，但显然已疲惫不堪。

fraud /frɔ:d/ n. 欺诈，欺骗行为 骗子 **This will put a premium on fraud.**这会助长欺诈歪风。

rigmarole /'rɪgmərəʊl/ n. 繁琐的程序；费时的手续 冗长杂乱的讲述 **I've never heard such a rigmarole.**我从未听过像这样的长篇废话。

5

inject /ɪn'dʒekt/ vt. 注射，注入 时 态：injected, injecting, injects 名词：injector **The doctor injected glucose into his patient's veins.**医生将葡萄糖注入病人的静脉。

2300万美元的投资款。Pashushala是一家于2018年建立的该行业首批初创公司，其负责人Gaurav Choudhary表示他的目标是“将牛民主化”。

【4】Livestock **fairs**, where most animals are still bought and sold, can be expensive and **chaotic**. Farmers shell out entry fees to **register** their **beasts**. They must pay for labourers to load and **unload** the animals, as well as for transport to and from the fair. They worry about cattle **thieves**. Making a sales pitch to every **prospective** customer takes a toll in the heat.

And if your cows find no buyers, you must go through the whole **rigmarole** again, **complains** Anil Renusay, another cattle farmer in Vajeghar.

活畜市场仍旧承载着大部分牲畜买卖，而市场上的交易并不便宜且混乱不堪。农民为登记自己的牲畜必须要花大价钱交入场费。他们要雇佣劳工来装卸牲畜，也要请人来回运输。偷牛贼也令他们头疼。Vajeghar村的另一位奶农Anil Renusay抱怨道，当热浪滚滚时，向每一位潜在的顾客推销牲畜可谓艰难磨人。并且如果推销无果，那么下一次又得经历整个繁琐的过程。

【5】Then there is **fraud**, says Satish Birnale, who rears buffaloes in Sangli, a small western city. Some traders **inject** their animals with steroids. **horns** are often **polished** “as if the cows have just been to a beauty **parlour**,” he says. “It’s like **searching** for a **bride** in an **arranged** marriage. We have to be careful and not go just by the looks.”

还存在欺诈的问题，Satish Birnale说道。他在西部小城Sangli饲养水牛。一些不法商贩往牲畜体内注射类固醇。他们还常常润色牛角，让牛“看起来像去过美容院，”他说道。“这就像在包办婚姻里找寻新娘，我们买方需要提高警惕，不要被牛的外表忽悠。”

polished /ˈpɒlɪʃt/ adj. 抛光的, 磨光的, 擦亮的, 优雅的, 娴熟的 v. 擦光, 磨光, 修改, 润饰, 润色 polish 的过去分词和过去式 The president was a **polished** television performer. 总统非常善于在电视上表现自己。

parlour /ˈpɑːlə/ n. 会客室; 客厅; 雅座 They scouted around for a beauty **parlour**. 他们四处寻找美容院。

searching /ˈsɜːtʃɪŋ/ adj. 深挖细究的, 认真彻底的 v. 搜索, 搜寻, 搜查, 查找, 搜身, 思索, 细想(问题答案等) search 的现在分词 Relief workers are still **searching** through collapsed buildings. 救援人员仍在塌了的建筑物里搜寻。

bride /braɪd/ n. 新娘; [英俚] 姑娘, 女朋友 He was adopted into the **bride's** family. 他入赘于新娘家中。

arranged /əˈrendʒd/ adj. 安置于...的; 建于...的; ...布置的 v. 安排, 筹备, 整理, 排列, 布置, 谱写, 改编(乐曲) arrange 的过去分词和过去式 The articles are **arranged** in **dicfiguresary** form. 这些条目是以词典的形式排列的。

6

claim /kleɪm/ vt. 声称, 断言(灾难等)使失踪或死亡 需要, 值得 vt. & vi. 对...提出要求, 索取 n. 主张, 断言 要求时态: claimed, claiming, claims 形容词: claimable 名词: claimer The miner staked off his **claim**. 这矿用桩标出他的地界。

solved /sɒld/ v. 解决, 处理, 解答, 破解 solve 的过去分词和过去式

beasts /biːst/ n. 野兽; 畜牲 (beast 的复数) There are wild **beasts** in the mountains. 山中有野兽。

pictures /ˈpɪktʃəz/ n. 电影院; 图片; 绘画作品 (picture 的复数) v. 画; 设想; 用图表示 (picture 的第三人称单数) They **pictured** their manager as a buffoon. 他们把经理描绘成一个小丑。

breed /briːd/ v. 繁殖, 孕育, 交配繁殖, 培育(动植物), 导致, 以...方式教育 n. 品种(尤指人工培育的狗、猫或牲畜), (人的) 类型 Some animals will not **breed** in cages. 有些动物在笼子里不产崽。

verify /ˈverɪfaɪ/ vt. 核实; 查证 时态: verified verifying, verifies 名词: verifier The police **verified** that she had an airtight alibi. 警方查明她有着无懈可击的不在犯罪现场的证据。

blurry /ˈblɜːrɪ/ adj. 模糊不清的 本课程出自公众号: 考研英语外刊学习, 制作不易, 尊重原创, 愿诸君上岸!

listings /ˈlɪstɪŋ/ 表 The ship was now **listing** to port. 船当时正向港口开进

internet /ˈɪntənet/ n. 因特网 INTERNET abbr. Interactive Network Analysis 交互式网络分析 Internet n. 国际互联网; 因特网 Internet make people more intimacy or alienation? 网络使人更亲近/更疏远?

swiftly /ˈswɪftli/ adv. 很快地; 敏捷地; 即刻 Wall Street reacted **swiftly** to yesterday's verdict. 华尔街对昨天的裁决迅速地做出了反应。

comments /ˈkɒment/ 注解, 注释(comment 的复数) on-the-record **comments** by the senator. 议员提出的议案

temperament /ˈtemp(ə)rəmənt/ n. 性格, 性情, 气质 Jane is a girl with an artistic **temperament**. 简是一个有艺术家气质的女孩。

horns /hɔːn/ n. 喇叭; 号; 角制品; 警报器 (horn 的复数) v. 截锯...的角; 用角抵撞; 给...装角 (horn 的三单形)

【6】 Firms like Pashushala and Animall **claim** to have **solved** such problems with a system of checks, including a nod from a local **veterinarian**. Animall requires sellers to upload videos and **pictures** of their cattle, and provide details not just of **breed** or age, but also past pregnancies, how much milk they provide and so on. A team calls every user to **verify** the information. Ads with **blurry** photos or **listings** with **pictures** taken from the **internet** are **swiftly** removed. A close-up of the cow's udders is important. So are **comments** by the farmer about the animal's **temperament**. In one video a seller croons, "Beautiful! Oh, look at those singhs (**horns**)". It is not a new pitch. But it is now easier and cheaper to make. Pashushala、“动物市场平台”等公司宣称已采用审核系统解决了上述问题，审核系统里还包括当地一名兽医的认可。“动物市场平台”要求卖方上传待售牛的视频和图片，既要提供品种或年龄的细节信息，也要提供过去的怀孕信息、产奶量等等。平台上有专门团队让每一位用户核实信息。如果广告里的图片过于迷糊，或者列表里的图片来源于网上，那么这些图片会被及时删除。奶牛乳房的特写也尤为重要。同样，奶农们针对牲畜的脾气秉性作出的评论也很重要。在一段视频里，卖者轻声哼唱道：“多美啊，哇，看看它们的牛角”。这种宣传并不新颖，但如今在线上宣传则更加容易，更加便宜。

式) The honking of horns flustered the boy.汽车喇叭的叫声使男孩感到慌乱。

① 短语:

- 原文: Moo with the times
词典: 这里是一个双关语: move with the times意思是“与时俱进”，moo的发音与move接近，表示牛的叫声
例句: He is unafraid to move with the times
他敢于与时俱进。
- 原文: Six Cows munch on dry grass in a barn
词典: munch (on/at) sth用力咀嚼munch sb's way through sth狼吞虎咽某物
例句: I munched my way through a huge bowl of cereal.
我狼吞虎咽地喝了一大碗麦片粥。
- 原文: The seller, who listed her for 45,000 rupees (\$590)
词典: list sth at/for...: sth lists at/for...以...的价格把某物列入价目表/销售清单
例句: This CD player lists at \$200/is listed for \$200.
这台激光唱片机在价目单上定为200元。
- 原文: The companies make money by charging fees
词典: charge fees收费
例句: As a result, China's ministry of education rules that schools cannot charge high fees.
因此，中国教育部规定，学校不得征收高昂学费。
- 原文: Animall claims to have made 1m sales since it was set up in 2019
词典: 1. 建起; 设立; 设置 2. 安装好, 装配好, 调试好 (设备或机器) 3. 安排; 策划
4. 创建; 建立; 开办 set up a business开办公司 5. 引发; 产生
例句: The slump on Wall Street set up a chain reaction in stock markets around the world.
华尔街股价暴跌在全球股票市场上引起了连锁反应。
A fund will be set up for the dead men's families.
将为死者家属设立一项基金。
- 原文: Farmers shell out entry fees to register their beasts
词典: shell out for sth为...掏一大笔钱
例句: We've shelled a small fortune out for home improvements over the years.
这些年来我们花了许多钱做房屋装修。
- 原文: Making a sales pitch to every prospective customer takes a toll in the heat
词典: pitch可以表示“推销的话, 推销宣传” make a sales pitch推销宣传
例句: The President speaks in New York today, making another pitch for

今日词汇

preserve [priˈzə:v]

v. 保护、维护; 保存; 储存、保鲜

n. (某人或群体活动、工作等的) 专门领域

考研出现次数: 10

考频: ★★

考点回顾

翻译考点真题例句:

[例] Time was when biologists somewhat overworked the evidence that these creatures preserve the health of game by killing the physically weak, or that they prey only on “worthless” species.

[译] 曾经有段时间，科学家们有点滥用这样一种证据，即这些生物通过杀死体弱者来维持猎物种群的健康，或者说他们仅仅捕食“没有价值的”物种。（2010年英语一翻译48题）完形考点真题例句：

[例] Can privacy be preserved while bringing safety and security to a world that seems increasingly lawless? (2011英语二完形)

[译] 能否在保护隐私的同时给似乎越来越无法无天的互联网世界带来安全和保障呢？

②长难句

1. 原文: Enticed by the prospect of juicy margins from formalising a highly fragmented market, many startups have emerged in the past few years.

2. 分析: 本句话的主语是many startups, 谓语为不及物动词have emerged。in the past few years作时间状语。Enticed by sth表示“受...吸引/引诱”, 在句子中作原因状语。From formalising...是margins的后置定语, 表示“将高度碎片化市场成形后的利润”。

3. 译文: 若使这个高度碎片化的市场成形, 那么其利润前景不可小觑, 因此过去几年间, 众多初创企业选择在乳品行业起家。

③写作技巧:

Mr Shilimkar would have gone to one of India's many livestock fairs in search of a new beast

如果想要给乳品厂增添新的牲畜, Shilimkar就得亲自前往印度诸多的活畜交易市场。

表达: would have done sth是虚拟语气, 表示过去未发生的条件。下面是虚拟语气最基本的三种形态:

1、提出将来会发生的事: 主句: 主语+would/should/might/could+动词原形;
从句: should+动词原形/were to+动词原形;

2、提出现在的条件: 主句: 主语+would/should/might/could+动词原形;
从句: 动词过去式;

3、提出过去的未发生的条件: 主句: 主语+would/should/might/could have+动词过去分词
从句: had+动词过去分词

例句: This level of success would have been unimaginable just last year after we worked together towards the same goal.

当我们齐心协力向着目标奋进后, 取得这样的成就, 这在仅仅一年前都是不敢想象的。

④背景知识:

印度奶业: 据统计, 印度至少有约2亿多头牛, 约占世界上牛的总数的1/5。印度凭借590万升/天的牛奶产量, 成为世界上牛奶产量最多的国家。印度的奶业合作社十分发达, 在印度, 大约有77500个牛奶合作社, 约1000万的奶农成员。这种合作模式的经济组织, 为印度稳定的牛奶产量提供了坚实的内部机构保障。奶农们可以宏观的掌握市场动态, 持续稳定的提升牛奶的产量, 调整牛奶的市场价格。除

his economic program.

总统今天在纽约发表讲话, 再一次为他的经济计划作宣传。

8. 原文: Making a sales pitch to every prospective customer takes a toll in the heat

词典: take a heavy toll (on sb/sth); take its toll (on sb/sth)
产生恶果; 造成重大损失 (或伤亡、灾难等)

例句: Illness had taken a heavy toll on her.

疾病对她的身体造成极大的损害。

The recession is taking its toll on the housing markets.

经济衰退使住房市场遭受着重重大损失。

9. 原文: And if your cows find no buyers, you must go through the whole rigmarole again

词典: go through/facethe whole rigmarole经历/面对繁冗的麻烦事, 费事

例句: I couldn't face the whole rigmarole of getting a work permit again.

我无法再次面对获取工作许可证所需的各种冗长复杂的手续

I couldn't be bothered to go through the rigmarole of changing clothes.

我不想再费事儿换衣服了。

10. 原文: Some traders inject their animals with steroids

词典: inject: 1. ~ sth (into yourself/sb/sth) | ~ yourself/sb/sth (with sth)
(给...) 注射 (药物等); 2. ~ A (into B) | ~ B (with A) (给...) 注射 (液体; 3. ~ sth (into sth) (给...) 添加, 增加 (某品质); 4. ~ sth (into sth) (给...) 投入 (资金)

例句: She has been injecting herself with insulin since the age of 16.

她从16岁起就开始自行注射胰岛素。

The fruit is injected with chemicals to reduce decay.

水果注入了化学药品以防腐坏。

His comments injected a note of humour into the proceedings.

他的发言给整个活动增添了一丝幽默的气氛。

They are refusing to inject any more capital into the industry.

他们拒绝对这一产业投入更多的资金。

11. 原文: We have to be careful and not go just by the looks

词典: go by sth遵循, 遵照

例句: If they prove that I was wrong, then I'll go by what they say.

如果他们能证明我不对, 我就听他们的。

12. 原文: Firms like Pashushala and Animall claim to have solved such problems

此之外，印度政府的大力扶持也是印度牛奶产量持续攀升的另一个原因。为了保证印度牛奶产量的自给自足，以及印度奶业的迅速发展，印度政府采取了政策上倾斜、立法保障、资金扶持、经济引导等措施，使得印度的牛奶产量稳居世界榜首。

⑤段落大意：

- 【1】奶农Ajay Shilimkar刚买了一头奶牛Laali
- 【2】奶牛Laali购于网络平台，是印度的新兴牲畜交易平台
- 【3】印度奶品行业发达，交易模式也涵盖了线上
- 【4】&【5】线下交易存在的诸多弊端
- 【6】线上平台能一定程度解决此类问题，同时卖方的宣传也会更加容易、便宜

词典：claim to do sth宣称/断言做了某事

例句：They claim to have a 40% worldwide market share.

他们声称占有全球40%的市场。

13. 原文：A close-up of the cow's udders is important.

词典：a close-up of sth特写（镜头）

例句：It was strange to see the close-up of her own face on the screen.

在屏幕上看见她自己的脸部特写使她感到奇怪。

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