

Unit 2 Global views

Synopsis

This video is about the benefits of eating locally produced food. The speaker, Michael Pollan, explains how far the average item of food in America must travel to reach people's plates and points out that processed food uses more energy than unprocessed food. He also outlines the benefits of supporting farmers and refers to a bumper sticker 'Eat Your View', which means that eating locally produced food helps to maintain our local agricultural landscape.

CULTURE NOTE

A *Twinkie* is a popular American processed snack cake with a creamy filling.

Procedural notes

Before you watch

1

- Ask the students to look at the discussion activity and allow them time to discuss the questions in pairs.
- Have a class feedback session and write some good examples on the board.

Possible answers

burning fossil fuels, cutting down forests, wasting energy, wasting water, transport, industry, farming

EXTRA: DISCUSSION

Ask the students to rank the factors that they thought of in order from the least detrimental to the most detrimental.

2

- Direct the students attention to the discussion activity and allow them time to discuss.
- Elicit some suggestions from the students, but do not reveal the answer yet.

While you watch

3

- Play the video all the way through to the end and elicit the answer from the students.

Answer

It means that you should eat food that is produced locally, or the agricultural landscape near where you live (your view) will be developed and destroyed.

4

- Ask the students to look at the comprehension activity and allow them time to read the questions. Check their understanding of the vocabulary.
- Play the video again and then allow the students time to check their answers with a partner.
- Check the answers with the class.

Answers

1 a 2 b 3 a 4 c 5 c

ALTERNATIVE

If the students find this exercise difficult, play the video in sections, stopping it after each answer. Or you could give them a copy of the script.

5

- Direct the students' attention to the comprehension activity. Play the video again if you think it would be useful for your class.
- Allow the students time to complete it individually, or in pairs.
- Check the answers with the class.

Answers

- 1 Transportation, how we heat our houses
- 2 They are the source of much wisdom about local nature.
- 3 It will be lost because it will be developed.
- 4 By eating the food that is grown on local farms.

After you watch**6**

- Ask the students to look at the language activity and allow them time to complete it individually or in pairs.
- Check the answers with the class and explain any unknown vocabulary.

Answers

1 vast 2 unprocessed 3 agricultural 4 sprawled
5 constitute 6 preserve

EXTRA: VOCABULARY

If you have a particularly strong group of students, you could ask them to write their own gapped sentences using the target words, then exchange with another student to complete.

ALTERNATIVE

If the students find this exercise difficult, give them a copy of the script to help them to work out the words in context.

Over to you**7**

- Put the students into pairs.
- Ask them to look at the activity and check their understanding of the task. Then allow the students time to discuss their ideas and produce their leaflets. Circulate and help as needed.
- If appropriate for your group, ask for a few volunteers to present their leaflets to the rest of the class.

ALTERNATIVE

If the students are struggling with this exercise, elicit and write on the board the benefits of eating locally produced food before they produce their leaflets.

EXTRA: HOMEWORK

This task could also work well as a homework activity.

8

- Ask the students to read the questions and make notes individually. Then put them into pairs and allow them time to discuss the questions. Circulate and help as needed.
- Lead a brief group discussion on the issues raised.

EXTRA: GROUP PROJECT

Ask the students to create and present a short video report explaining how food in their countries reaches their plates. Allow them time to research the topic beforehand if necessary.

Video script

When we think about global warming, we think about transportation, we think about how we heat our houses. But in fact, how we eat has just as big an impact on climate change.

The average item of food in America has travelled 1500 miles from the farm to your plate. It's burned up an incredible amount of fossil fuel just to get there. If you're eating lettuce, say, in New York, that's been grown in California, one of those bags of prewashed mixed lettuce, it takes 56 calories of fossil fuel energy to deliver one calorie of food energy to your plate.

For the consumer to understand how, you know, how much energy goes into their food, I think all they have to understand is, you know, if it's local, it's less. And if it is unprocessed – a lot of the energy in our food comes from processing. All the complicated steps needed to make a Twinkie a Twinkie, you know, all use vast amounts of energy. There are a great many other benefits to eating locally, besides conserving energy. There is, I think, the very important benefit of keeping farmers in business. Farmers add a lot to a community. They have great wisdom about the natural world.

And then there is the view. There's a wonderful bumper sticker in Europe called 'Eat Your View', and the premise is that if you don't support these agricultural landscapes around you, they will be sprawled, they will be covered with houses, and highways and shopping malls. And the way to keep them open is to eat from the farms that constitute that view. And that's true. I mean, that's how you preserve those agricultural landscapes, is eating from those farms.