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Vocabulary: food 词汇: 食物

As a child, I was always told to 'eat my **greens**'. These were the unappealing vegetables that sat on the edge of my plate. Peas, broccoli and green beans, all looked and tasted disgusting. Let's face it, when there were so many other **edible** treats to enjoy, why eat boring veg?

Since then my **taste buds** have developed and I'm also fully aware of the health **benefits** of eating fresh vegetables. But we still need reminding of the amazing goodness these green **superfoods** give us. In the UK, a campaign based on advice from the World Health Organization has been running for several years to encourage us to eat our '**5 A Day**' – five portions of fruit and vegetables. That's because evidence has shown there are **significant** health benefits to getting at least five 80g portions of a variety of fruit and vegetables every day.

But I struggle trying to fit these five portions into my daily **diet**, partly because I have a **sweet tooth** and vegetables are, well, tasteless. Researchers have been looking at how to make eating vegetables more attractive. They analysed the **psychology** behind our food choices and found that most of us are **motivated** by taste. Brad Turnwald from Stanford University says that "studies show that people tend to think of healthier options as less tasty for some reason."

His team carried out an experiment in the university cafeteria where they gave vegetables **seductive** names and found sales increased by 25 per cent. They got rid of healthy labels such as '**wholesome**' and gave identical dishes names like 'sizzlin' beans', 'dynamite beets' and 'twisted citrus-glazed carrots'. It seems that these **indulgent** names tempted diners to fill their plates. Brad Turnwald says that "labels really can influence our **sensory** experience, affecting how tasty and filling we think food will be."

In Europe, a project called VeggieEAT has also been trying to find ways to get people to eat more veg. Project leader, Professor Heather Hartwell believes in "health by **stealth**", subtly **nudging** people into eating the right things. One idea has been to put a picture of a tasty looking fruit on a supermarket trolley as a hint about buying something from the fruit aisle. She says, "Choice is a really complex thing. But this study suggests that giving vegetables an indulgent tag can help raise their **hierarchy**."

Certainly, eating 'twisted citrus-glazed carrots' does sound tempting, even if it just tastes like a carrot, but if it makes us eat more vegetables then that can only be a good thing for our health.

词汇表

greens	青菜、绿叶菜（多用作复数）
edible	可食用的，可以吃的
taste buds	味蕾（多用作复数）
benefit	好处
superfood	对健康有益的“超级食品”
'5 A Day'	“每天五份果蔬”，这是由世界卫生组织为增强健康饮食意识而发起的每日至少食用 400g （相当于）水果或蔬菜的宣传活动。
significant	非常重要的，效果显著的
diet	日常饮食
sweet tooth	爱吃甜食
psychology	心理
motivated	被…驱使
seductive	诱人的
wholesome	对健康有益的
indulgent	任由（消费者）放纵的，易上瘾的
sensory	感官的
stealth	不知不觉的行动，隐性手段
nudge	劝说
hierarchy	等级，地位

测验与练习

1. 阅读课文并回答问题。

1. Name one of the greens mentioned in the article.
2. Why have people in the UK been encouraged to eat five portions of fruit and vegetable every day?
3. In the research at Stanford University, what encouraged students to eat more vegetables?
4. According to research, in general, what types of food do people think are less tasty?
5. Which word used in the article means 'find it difficult'?

2. 请你在不参考课文的情况下完成下列练习。选择一个意思合适的单词填入句子的空格处。

1. It could be bad news for people with a _____ - as some chocolate boxes have been reduced in size ahead of Christmas.

sweet-toothed	sweet teeth	sweet tooth	sweat tooth
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2. Shops have been criticised for being too fussy, causing farmers to throw away perfectly _____ fruit and veg.

seductive	edible	sensory	indulgent
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3. I felt very _____ sleeping until 9 o'clock and having breakfast in bed!

motivated	significant	indulgent	seductive
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4. _____ artwork featuring the "pungent smell of decaying rubber, seaweed, wooden planks and oil drums" has gone on display at an art gallery in the city.

Sensory	Sensuous	Censored	Sensoring
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5. The radio presenter on the late night show is great; his voice is smoky and _____.

wholesome	edible	significant	seductive
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答案

1. 阅读课文并回答问题。

1. Name one of the greens mentioned in the article.

Peas, broccoli or green beans.

2. Why have people in the UK been encouraged to eat five portions of fruit and vegetable every day?

Because evidence has shown there are significant health benefits to getting at least five 80g portions of a variety of fruit and vegetables every day.

3. In the research at Stanford University, what encouraged students to eat more vegetables?

By giving vegetables more 'seductive' names.

4. According to research, in general, what types of food do people think are less tasty?

Brad Turnwald from Stanford University says that "studies show that people tend to think of healthier options as less tasty for some reason."

5. Which word used in the article means 'find it difficult'?

Struggle.

2. 请你在不参考课文的情况下完成下列练习。选择一个意思合适的单词填入句子的空格处。

1. It is bad news for people with a **sweet tooth** - as some chocolate boxes have been reduced in size ahead of Christmas.

2. Shops have been criticised for being too fussy, causing farmers to throw away perfectly **edible** fruit and veg.

3. I felt very **indulgent** sleeping until 9 o'clock and having breakfast in bed!

4. **Sensory** artwork featuring the "pungent smell of decaying rubber, seaweed, wooden planks and oil drums" has gone on display at an art gallery in the city.

5. The radio presenter on the late night show is great; his voice is smoky and **seductive**.