

## COUNTERTHINK



## Vocabulary

**bin** (n.): here: a large container for storing things such as goods in a shop – **neurotoxic** (adj.): /njʊəɹəs, -rətɒksɪk \$ nʊrʊs, -rə'tɑ:k-/ s.th. that damages, destroys, or impairs the functioning of nerve tissue

## Explanations

**LB** – (pl. LB or LBS) the written abbreviation of pound or pounds in weight: 1 pound = 16 ounces = 453.59 g

## AWARENESS

- 1 "An apple a day keeps the doctor away," said Benjamin Franklin. While picking an apple from a tree in the 18th century was definitely an easy choice for an organic product, the cartoon shows that selecting an apple in a supermarket is more difficult. Which apples would you choose? Why?
- 2 Most supermarkets offer a wide variety of "organic" foods such as organic fruits, vegetables, milk, bread, meat, cheese, cereals, or even ice cream and candy. Are you yourself a regular consumer of organic food? Why or why not? If so, which types of organic foods do you eat?

## COMPREHENSION

- 3 Organic foods usually cost more than so-called conventional foods. How much is the price difference as shown above?
- 4 Explain the subtitle of the cartoon.

## ANALYSIS

- 5 Translate the posters advertising "organic apples", "conventional apples", and "bargain bin apples" into German.
- 6 Analyze the cartoon giving detailed information regarding the products and the consumer shown.

## OPINION

- 7 Do you think that organic food is healthier than conventional food? Explain your answer.
- 8 Is organic food a more environmentally friendly alternative to conventional food? If so, why?
- 9 Would you consider the increasing sales of organic food a positive trend? Give reasons.

## PROJECT

- 10 Do a blind taste-test in class. Offer an organic and a conventional version of the same food item. Who notices a difference in taste? Which food tasted better?