

Starting up

- What dairy products do you consume regularly? Milk? Cheese? Yogurt? Ice cream?
- Would you find it easy to reduce the amount of dairy products in your diet, or to go entirely dairy-free? Why or why not?

Vocabulary 1 – food, drinks and the environment

Match the words (1-7) with the best meaning (a-g). Use your dictionary if necessary.

1 oats

2 plant-based

3 soy, or soya

4 almond

5 texture

6 froth

7 protein

- a) the bean of an Asian plant – a type of legume – from which oil and food containing a lot of protein are produced
- b) a grain used for making breakfast cereal, dairy-free milk and other foods
- c) a sweet nut with brown skin
- d) animal-free – made without animal products such as milk or meat
- e) to cause a liquid to have a lot of small bubbles on top, for example the milk in a coffee drink
- f) one of several natural substances that exist in food such as meat, eggs, and beans, and which your body needs in order to grow and remain strong and healthy
- g) the way that a food feels in your mouth

Reading 1

Read through the article quickly. Tick (✓) the two ideas that are true, according to the article.

- Oat milk is becoming very popular in many parts of the world.
- Experts worry that oat milk production is bad for the environment.
- Oat milk is the only plant-based milk that is widely available.
- Cow's milk sales have gone down in recent years.

Oat milk sales ¹surge as more consumers go dairy-free

Oat milk has become the latest plant-based food phenomenon to be hit by a supply shortage, as more consumers seek a dairy-free alternative to cow's milk.

The ²**scramble for** oat milk is so intense that Oatly, a large Swedish producer, has been forced to delay production of certain products so that it can meet demand in existing markets such as the US and the UK.

"We're seeing hyper growth in demand," said Ishen Paran, UK general manager at Oatly, which expected its turnover this year to rise almost 60 per cent to £84m.

While plant-based milks have grown in popularity during the past decade, oat milk sales have ³**outstripped** those of almond milk in the past year, while soya milk sales have fallen. The thirst for oat milk has prompted large food groups to try to cash in, with PepsiCo, the owner of Quaker Oats, planning to launch oat milk lines to US consumers next month.

Oat milk retail sales surged almost 50 per cent in the 52 weeks to early August in the US, according to data from consumer data firm Nielsen. That compares with 9 per cent growth in overall plant-based milk and 11 per cent for almond milk.

"Oatly is really good with coffee and people like its texture," said Tom Bailey, senior dairy analyst at Rabobank. Its popularity has been helped by ⁴**hip** US and UK coffee shops, due to its "Barista edition", designed to froth like cow's milk.

Environmental concerns are also helping sales. Some consumers are worried about the amount of water used in almond cultivation, while conflicting studies about soy consumption have ⁵**ignited a debate** about the legume's health benefits and risks.

Almond-based milk still has the largest share of the plant-based market in the US with 64 per cent, followed by soya at 13 per cent and coconut at 12 per cent, according to consumer market data group Mintel.

"Oat milk is one of the latest types of plant-based milk to really take off, but many other types of plant-based milk are also rapidly growing, including pea, macadamia, hazelnut, and flax," said Caroline Bushnell, senior marketing manager at the Good Food Institute, a US-based not-for profit group that promotes plant-based food and ⁶**laboratory-grown**, or so-called clean, meat.

The alternative dairy sector is expected to expand with new biotechnology start-ups ⁷**entering the fold**, such as Perfect Day, which is developing animal-free dairy proteins using biological fermentation techniques. Backed by investors including Singapore's state investment company Temasek, the start-up recently signed an agreement with agricultural trader Archer Daniels Midland to scale up production of its animal-free whey proteins.

⁸**Robust** growth of the alternative sector is a cause of concern for the dairy industry, said Mr Bailey. Global sales of fluid milk, or liquid cow's milk, have fallen 3.5 per cent in the five years to 2017, according to Rabobank.

"Marketers of dairy alternatives generally appear to be doing a better job of connecting emotionally with consumers who favour more dairy-free options to meet their own perceptions about health and lifestyle," Mr Bailey added.



Grammar – comparative and superlative adjectives

Complete the sentences with the correct comparative or superlative form of the adjectives in brackets, according to the FT article.

- 1 This year, sales of oat milk are (high) they were last year.
- 2 Oat milk isn't (popular) as cow's milk.
- 3 Oat milk froths (good) other plant-based milks, so it's good for coffee drinks.
- 4 The popularity of other plant-based milks is increasing (quickly) the popularity of oat milk.
- 5 Almond milk has (large) market share of plant-based milks.
- 6 Of all the milk products in the article, cow's milk is probably (bad) for the environment, because dairy farms cause a lot of air pollution.
- 7 Many consumers want to buy the foods that are (harmful) to the environment.
- 8 Cow's milk is still (popular) type of milk in the US and the UK.

Further discussion

There are two main reasons people are buying Oatly: to save the environment and to have a healthy diet. Do you consider either of these in the food choices you make? Do you think we can realistically help the environment by the foods we choose to eat? Why or why not?

Group work

Work together to answer these questions.

- 1 Would you be willing to give up real meat to eat laboratory-grown meat? Why or why not?
- 2 Sales of cow's milk are falling. How do you think the dairy industry will change and adapt if this trend continues?
- 3 What other industries or sectors are changing in an effort to deal with climate change? Give specific examples.

ANSWER KEY**Vocabulary 1**

- | | |
|-----|-----|
| 1 b | 5 g |
| 2 d | 6 e |
| 3 a | 7 f |
| 4 c | |

Reading 1

Oat milk is becoming very popular in many parts of the world.
Cow's milk sales have gone down in recent years.

Vocabulary 2

- | | |
|-----|-----|
| 1 a | 5 a |
| 2 b | 6 b |
| 3 b | 7 a |
| 4 a | 8 b |

Reading 2

- | | |
|-----|-----|
| 1 b | 4 a |
| 2 c | 5 c |
| 3 a | 6 b |

Grammar

- | | |
|-----------------|---------------------|
| 1 higher than | 5 the largest |
| 2 as popular | 6 the worst |
| 3 better than | 7 the least harmful |
| 4 as quickly as | 8 the most popular |

Group work (possible answers)

- 1 Students' own answers
- 2 Dairy farmers may need to find other products or services they can provide along with milk, or instead of milk. Farms could become more diverse, and produce alternative products to milk. Land that is currently farmland could become recreational land instead.
- 3 The automobile industry is making the transition to electric vehicles. The tourism industry is selling more eco-holidays and green travel options. The energy industry is trying to create cleaner ways to generate power. Many manufacturers are trying to cut waste and pollution. The food industry is trying to reduce waste, and encourage consumers to do the same.

Articles sourced from the Financial Times have been referenced with the FT logo. These articles remain the Copyright of the Financial Times Limited and were originally published in 2018. All Rights Reserved. FT and 'Financial Times' are trademarks of The Financial Times Ltd. Pearson ELT is responsible for providing any translation or adaptation of the original articles.

With a worldwide network of highly respected journalists, the Financial Times provides global business news, insightful opinion and expert analysis of business, finance and politics. With over 500 journalists reporting from 50 countries worldwide, our in-depth coverage of international news is objectively reported and analysed from an independent, global perspective.

For more information: <http://membership.ft.com/pearsonoffer/>