

DOLLARS AND SCENTS

A cape marguerite flower.
The purpose of a flower's aroma
is to attract insects, but humans
also find the scents appealing.

WARM UP

Discuss these questions
with a partner.

1. How many kinds of flowers can you name in English? Make a list.
2. Which flower do you think is the most beautiful?

BEFORE YOU READ

DEFINITIONS A. Match each word or phrase with its definition.

- | | | | |
|----------------|---|---|---|
| 1. cut flowers | • | • | a. a container to hold flowers |
| 2. fragrance | • | • | b. a nice smell |
| 3. vase | • | • | c. a person or a store that sells flowers |
| 4. florist | • | • | d. flowers that are taken off the plant |

SCANNING B. Do you know any countries that are famous for producing flowers? Discuss your ideas with a partner. Then scan the passage for country names to check your ideas.

Review this
Reading Skill
in Unit 2B



THE FLOWER TRADE

A When you purchase fresh-cut flowers, do you think about where they came from? You might **assume** they were grown somewhere nearby. The reality, though, is that the cut flower trade is increasingly international. Today, thanks to airplanes and high-tech cooling systems, even the most delicate¹ flower can be **exported** and sold in a florist thousands of kilometers from where it was grown.

The Cut Flower Leader

- B The Netherlands has **dominated** the world cut flower trade since the 1970s. It **handles** about 50 percent of the world's cut flowers. And its auction houses² are very large indeed—Aalsmeer, near Amsterdam, is an auction house in the sense that Tokyo is a city. About 120 soccer fields would fill its main building. Twenty million flowers are sold here on an average day, including roses, lilies, and—of course—tulips.
- C The Netherlands is also a world leader in developing new flower varieties. Dutch companies and the government **invest** a **considerable** amount of money in flower research. Their scientists look for ways to lengthen a flower's vase life,³ to strengthen flowers to **prevent** them from being damaged while traveling, and also to strengthen the flowers' natural fragrance.

¹ Something **delicate** is easy to damage and needs to be treated carefully.

² **Auction houses** sell items to the customers who offer the highest price.

³ **Vase life** means the amount of time a cut flower remains in good condition.

◀ Aalsmeer, the heart of the global flower trade, processes 20 million flowers every day.



The Benefits of Climate

- D Despite the Netherlands' dominance of the flower market, there are many places with a better climate for growing flowers. The climate of Ecuador, for example, is almost perfect. Mauricio Dávalos is the man responsible for starting Ecuador's flower industry, which has grown quickly over recent years. "Our biggest edge is nature," he **claims**. "Our roses are the best in the world." With **predictable** rainy periods and 12 hours of sunlight each day, Ecuador's roses are known for their large heads and long, straight stems. Every year, Ecuador sells about 500 million flowers to the United States alone. The **industry** has brought employment opportunities and a stronger economy to regions of the country. "My family has TV now. There are radios," says Yolanda Quishpe, 20, who picked roses for four years.
- E To others, the increasingly international nature of the flower trade is very bad news. In recent years, local growers in the United States faced huge competition from international flower companies; many have even lost their businesses. Lina Hale, an independent rose grower in California, said her father predicted the situation in the 1980s. "I see a freight train coming down the track," he warned her, "and it's coming straight towards us." Her father's prediction—sadly—has largely come true. In a globalized world, what happens in one place often has far-reaching effects.



✓ At Aalsmeer, delicate orchid plants are prepared for auction.



FROM COLOMBIA TO THE UNITED STATES

How a rose travels from mountain
to vase in just three days

Tuesday, 7 A.M.

Roses are cut in the cool mountain air of Colombia and moved quickly to indoor cooling houses.



Tuesday, 1 P.M.

Workers categorize the roses based on size, stem length, shape, and color.



Wednesday, 6 A.M.

Roses are boxed and sent to Bogotá Airport for the 3.5-hour flight to Miami.

Wednesday, 8 P.M.

Roses are checked by officials, and then transported by truck, train, or plane.

Thursday, 4 P.M.

Roses arrive at large markets in major U.S. cities, where they are purchased by flower sellers.



READING COMPREHENSION



^ Hybrid teas are the world's most popular variety of rose.

A. Choose the best answer for each question.

MAIN IDEA

1. What is the main idea of the first paragraph?
 - a. Many local florists are disappearing due to competition from large companies in other countries.
 - b. The international flower trade has grown a lot in recent years thanks to new technology.
 - c. Most people don't realize that the flowers they buy often come from far away.

DETAIL

2. Which statement about Aalsmeer auction house is true?
 - a. It processes over half of the world's cut flowers.
 - b. It is the size of a large city.
 - c. It sells around 20 million flowers each day.

MAIN IDEA

3. According to paragraph D, Ecuador's flower industry _____.
 - a. has found it difficult to compete with the United States
 - b. has grown quickly due to Ecuador's ideal climate
 - c. has been an industry leader since the 1970s

INFERENCE

4. What did Lina Hale's father mean when he said, *I see a freight train coming down the track* (paragraph E)?
 - a. He knew his business would be threatened.
 - b. He thought customers wouldn't want roses.
 - c. He thought trains were the new way to move flowers.

PURPOSE

5. What is the purpose of the "From Colombia to the United States" section?
 - a. to show how the international cut flower trade works
 - b. to give reasons why Colombian roses are expensive
 - c. to explain why Colombian roses always look fresh

SCANNING

B. Write short answers to the questions below. Use two or three words from the passage for each answer.

Review this reading skill in Unit 2B

1. Apart from airplanes, what other technology has helped the flower trade become increasingly international?

2. What phrase describes the length of time a cut flower can stay in good condition?

3. How many flowers are sold on an average day at Aalsmeer auction house?

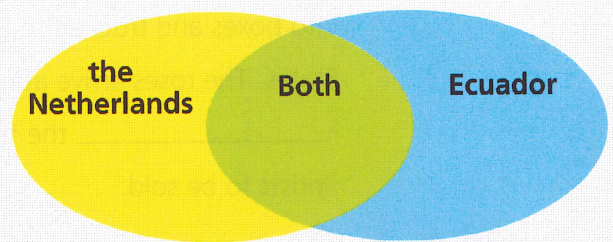
4. What is Lina Hale's job?

Summarizing Using a Venn Diagram

For certain reading passages, it can be useful to summarize information using a Venn diagram. A Venn diagram provides a way of comparing two or more things and presenting similarities and differences visually.

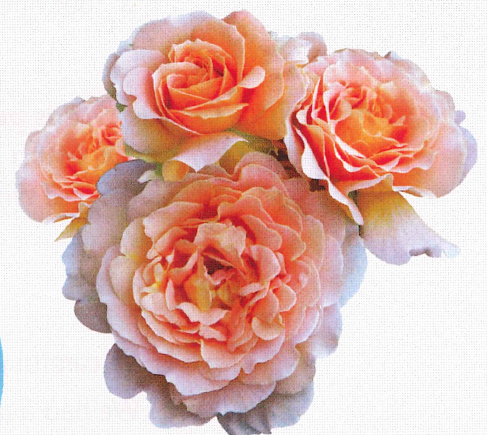
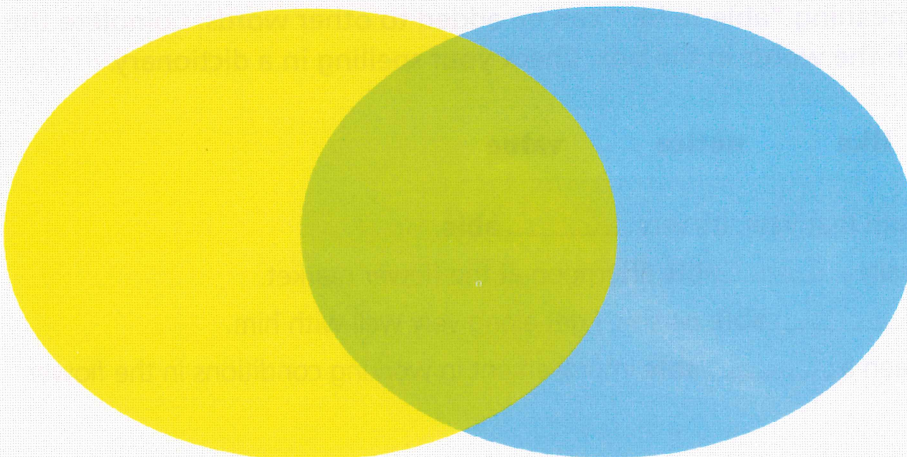
SUMMARIZING A. Look back at Reading A. Complete the Venn diagram comparing the flower industries of Ecuador and the Netherlands using the information (a–f).

- a. grows roses
- b. has dominated the flower market for many years
- c. has an ideal climate for growing flowers
- d. is a world leader in developing flower varieties
- e. is known for producing roses with large heads and straight stems
- f. has seen its flower industry grow quickly in recent times



SUMMARIZING B. Read the information and look at the images of roses on this page and page 104. Add headings and make notes in the Venn diagram to create a summary.

Two of the most popular types of rose plants are the hybrid tea and the floribunda. As cut flowers, they sell in large numbers around the world, and the plants are also commonly grown in people's gardens. While similar in appearance, the two flowers have a number of differences. The hybrid tea has large, single flowers on each stem, whereas floribundas produce groups of smaller flowers on a single stem. The hybrid tea plant is also taller than the floribunda. Hybrid teas can grow to more than two meters in height, but the floribunda rarely grows higher than one meter.



^ The flowers of a floribunda rose plant

VOCABULARY PRACTICE

COMPLETION A. Complete the information using the words in the box.

considerable exported handle industry prevents

In the flower ¹ _____, speed is important. Getting fresh roses from Colombia to the United States in just a few days requires ² _____ effort. Pickers first cut the roses in the early morning because the cool morning air ³ _____ the roses from drying out. The next morning, the roses are put into boxes and trucked to Bogotá Airport to be ⁴ _____ to the United States. The roses arrive at markets in various U.S. cities the following day. These markets ⁵ _____ the huge task of sorting them. Finally, the flowers are sent to florists to be sold.

WORDS IN
CONTEXT

B. Complete the sentences. Choose the correct options.

- A company that **dominates** other companies _____.
 - beats them in business
 - assists them
- If you **assume** something, you _____.
 - accept it is true without evidence
 - have evidence to prove it is true
- Something that is **claimed** to be true is _____ true.
 - definitely
 - said to be
- If an event is **predictable**, you are _____ it will happen.
 - not sure
 - sure
- When you **invest** in something, you _____.
 - put effort or money into it
 - get money or things from it

WORD LINK

C. The words **predictable** and **preventable** are formed using the suffix **-able**. The suffix, often meaning "able to be," can be added to other words. Complete the sentences with the words in the box. Check your spelling in a dictionary.

enjoy like notice value

- Be careful with that vase. It's very _____able.
- We had a really _____able afternoon at the flower market.
- He's a really _____able person. I get along very well with him.
- There has been a _____able improvement in working conditions in the flower industry.

BEFORE YOU READ

DEFINITIONS **A.** Look at the photo and read the caption. Match each word in **bold** with its definition.

- | | | |
|----------------|---|--|
| 1. brand | • | • a. companies in the same industry with similar customers |
| 2. competitors | • | • b. the name and image that identifies a certain product |
| 3. marketing | • | • c. the action of promoting or selling products |

DISCUSSION **B.** What methods do perfume companies use to make people buy their products? Discuss with a partner and list some ideas. Then skim the passage to see which of your ideas are mentioned.



^ In order to make their **brands** stand out from **competitors**, perfume companies spend millions of dollars on **marketing**.



THE POWER OF PERFUME



^ To make a good perfume, scientists work with scent experts to find and mix the right scents.

- A “Perfume,” says expert perfumer Sophia Grojsman, “is a promise in a bottle.” That promise might be reflected in a perfume’s name: *Joy* or *Pleasure*, for example. Millions of dollars are spent on the marketing of a perfume so that customers connect a fragrance to luxury, attraction, or a certain **attitude**.
- B Fragrances can have power over our thoughts and emotions. Scientists believe memory and smell are closely connected in our brains, and that certain aromas have the power to call up deep memories. Perfume makers are especially aware of this and use scents that touch us deeply.
- C In the perfume world, an *essence* is a material with its own special aroma. Some are natural, and often **derived** from flowers and plants. Others are synthetic¹ copies of rare or difficult-to-**obtain** essences. Perfume **authority** Harry Frémont says a good fragrance “is a balance between naturals and synthetics. Naturals give richness and roundness; synthetics, backbone and sparkle.”
- D Hundreds of new perfumes are put on the market every year. Of these, few become successful. It’s a risky business. A company introducing a new scent can easily run through a **budget** of 20 million dollars. **Profits**, however, can be very high. One successful fragrance, *CK One* from designer Calvin Klein, made 250 million dollars in its first year.

Image and Marketing

- E In a Paris perfume store—a building of shining stone, metal, and glass—famous perfumes are displayed and **guarded** like the works of art in the nearby Louvre Museum.² Salespeople are dressed smartly in black, and each type of perfume is sold in a **distinctively** shaped bottle. In perfume sales, the **emphasis** is on presentation at least as much as on the product.
- F So, naturally, France’s main competitor in the global perfume market is the United States, where image is all-important. **Celebrity**-branded scents fill the market, each preceded by advertisements and TV appearances designed to create hype.³ Even sports celebrities—like baseball star Derek Jeter—are creating their own fragrance brands.
- G It is easy to be confused about which perfume to buy. Perfumer Annie Buzantian offers this advice: You really can’t get an idea whether a perfume works or not until you wear it. “It’s like the difference between a dress on the hanger and a dress on your body,” says Buzantian. Though Frémont adds, “Your first impression is often the right one.”



▲ Former baseball player Derek Jeter advertises his scent, a cologne named *Driven*.

¹ If a material is **synthetic**, it is made by humans.

² The **Louvre Museum** is a world-famous art museum in Paris, France.

³ If something creates **hype**, it raises a lot of interest and excitement.

READING COMPREHENSION

A. Choose the best answer for each question.

MAIN IDEA

1. What is the main idea of the first paragraph?
- Perfume companies spend a lot of money developing their brand.
 - Bottle design is one of the most important features of a perfume.
 - Perfumes provide a lot of joy and pleasure to customers.

DETAIL

2. According to Harry Frémont, a good fragrance is a balance between ____.
- flower and wood essences
 - rare and very common essences
 - natural and man-made essences

VOCABULARY

3. In paragraph D, the phrase *run through* is closest in meaning to ____.
- use up
 - produce
 - earn

INFERENCE

4. What is probably the main reason the perfumes in the Paris store are so well guarded?
- The store has been robbed many times.
 - It is a way to impress customers.
 - French stores are normally well guarded.

DETAIL

5. What does Annie Buzantian suggest people do when buying a perfume?
- Try it before you buy it.
 - Buy different perfumes for different days.
 - Buy the best perfume that you can afford.



^ **Civet—an essence derived from material taken from the tails of civets—is a valued ingredient in perfumes.**

SUMMARIZING

B. Complete the summary using words from the reading.

Perfume companies spend a lot of time and money on creating and marketing their products. Fragrances can influence our thoughts and ¹_____, and have the power to call up our distant ²_____. Perfume makers know this and use aromas that are able to touch us deeply. Presentation is also very important. Salespeople dress very ³_____, and many perfumes are sold in uniquely shaped ⁴_____. Companies also use well-known ⁵_____ to help advertise their fragrance.

Recognizing and Understanding Synonyms

A synonym is a word that has the same meaning as another word. Writers often use them to avoid repeating the same words and to add variety to their writing. Knowledge of synonyms can greatly help your reading comprehension.

It is often possible to guess the meaning of unknown synonyms from the context in which they are used. For example, in the sentences below, we can guess that the word *huge* is a synonym of *large*.

Large amounts of money are spent on marketing perfumes. However, huge spending does not always result in high profits.

When you learn new vocabulary, it is a good idea to also list any synonyms. You can check for synonyms in a dictionary or thesaurus. If a synonym has a slightly different meaning, note the difference: *perfume (for women) = cologne (for men)*.

RECOGNIZING
SYNONYMS

A. Look back at paragraph B from the reading passage. Find and underline two synonyms for the noun *smell*.

UNDERSTANDING
SYNONYMS

B. The words below are also synonyms for the noun *smell*. Check them in a dictionary or thesaurus. Do the words generally have a positive or a negative meaning?

| | | |
|-------------|---------------|--------------|
| odor | stench | stink |
|-------------|---------------|--------------|

RECOGNIZING
SYNONYMS

C. In each set of sentences, find and underline a synonym for the word in **bold**.

1. A store needs to consider how to **present** any new fragrance. For example, it may choose to display it at its own counter with several salespeople offering samples.
2. There are many **successful** men's colognes on the market today. One of the most popular is *Bleu de Chanel*.
3. Smart shoppers should check the **price** before they decide to purchase a perfume as the cost of some perfumes can be over 100 dollars.

CRITICAL THINKING Applying Ideas

Work with a partner and brainstorm ideas for a new perfume or cologne. First choose a target customer (e.g., males between the ages of 20 and 30) and then think of ways to market the product. Share your ideas with the class.

Target customer: _____

Name of perfume or cologne: _____

Bottle shape / color: _____

Celebrity to feature in ads: _____

Other marketing ideas: _____

VOCABULARY PRACTICE

COMPLETION A. Complete the information using the words in the box.

budget derived distinctive obtain profits

For many years, a material known as *ambergris* was used in perfumes. Ambergris comes from certain sperm whales. Perfume companies often ¹ _____ it from collectors who find it floating on the ocean or lying on a beach. Ambergris has a very ² _____ aroma. Because it's not easy to get, it's expensive and can often be beyond the ³ _____ of many perfume makers. To maintain ⁴ _____, more synthetic scents—partly ⁵ _____ from plants—are used to create similar aromas.



▲ Ambergris can cost up to \$20 per gram. Buying and selling it is illegal in many countries.

WORDS IN
CONTEXT

B. Complete the sentences. Choose the correct options.

- If you are asked to **guard** some jewelry, you make sure _____.
 - nobody steals it
 - you get a good price for it
- An **authority** on perfume _____.
 - owns a lot of it
 - knows a lot about it
- A **celebrity** is someone who _____.
 - makes perfume
 - is famous
- If you put **emphasis** on a word when you speak, the word is probably _____.
 - important
 - not important
- Your **attitude** toward something is _____ about it.
 - how you feel
 - what you know

COLLOCATIONS

C. The nouns in the box are often used with the word **distinctive**. Complete the sentences with the correct words. One word is extra.

feature pattern smell sound

- This gas has a distinctive _____, but it's not dangerous.
- The distinctive _____ of zebra stripes helps them hide from predators.
- A distinctive _____ of the hybrid tea rose is its long stem.



VIDEO

< A worker prepares fair trade roses at Nevado Rose Farm in Latacunga, Ecuador.

FLOWERS FROM ECUADOR

BEFORE YOU WATCH

PREVIEWING A. Read the information. The words and phrases in **bold** appear in the video. Match each word with its definition.

In some places where flowers are grown, workers receive very low **wages** and work long hours in poor conditions. In recent years, however, more and more companies in the flower industry have started to **operate** under *fair trade* rules. These rules ensure that workers have acceptable working conditions and fair pay. Ecuador is just one country where large numbers of workers have benefited from improved **employment** practices.

- | | | | |
|---------------|---|---|-----------------------------------|
| 1. employment | • | • | a. (n) working for money |
| 2. operate | • | • | b. (n) the money paid to a worker |
| 3. wages | • | • | c. (v) to do business |

DISCUSSION B. What do you remember about Ecuador's flower industry from Reading A? Discuss the questions with a partner. Look back at Reading A to check your answers.

1. Why is Ecuador a good place to grow flowers?
2. How are Ecuadorian roses different from other roses?

WHILE YOU WATCH

GIST A. Watch the video. Match each person with the correct description.

- | | | | |
|----------------------|---|---|---|
| 1. Robin Peñaherrera | • | • | a. works for the Ecuador government. |
| 2. Allan Woods | • | • | b. is very busy on Valentine's Day. |
| 3. Nathalie Cely | • | • | c. owns a company that exports flowers. |

COMPLETION B. Watch the video again. Complete the summary with the numbers in the box. Two numbers are extra.

| | | | | | |
|----|----|-----|-----|-------|--------|
| 25 | 50 | 100 | 660 | 4,000 | 60,000 |
|----|----|-----|-----|-------|--------|

In a single year, Ecuador may export around ¹\$_____ million in roses to the United States, and around ²_____ percent of roses in the United States come from Ecuador. The flower trade has given a huge boost to Ecuador's economy. The industry has created around ³_____ jobs in the country, around ⁴_____ percent of which have been filled by women.

CRITICAL THINKING Evaluating Pros and Cons

Imagine you are ordering roses online. What are the pros and cons of buying from each company below? Which roses would you buy? Discuss with a partner.

| Company Description | Price of 10 roses | Flower quality | Follows fair trade rules? |
|--|-------------------|----------------|---------------------------|
| A small company in your local area | \$30 | High | No |
| A medium-size company based overseas | \$25 | High | Yes |
| A large international company based overseas | \$29 | Average | No |

VOCABULARY REVIEW

Do you remember the meanings of these words? Check (✓) the ones you know. Look back at the unit and review any words you're not sure of.

Reading A

- | | | | | |
|---------------------------------|-----------------------------------|--|---------------------------------------|----------------------------------|
| <input type="checkbox"/> assume | <input type="checkbox"/> claim | <input type="checkbox"/> considerable* | <input type="checkbox"/> dominate* | <input type="checkbox"/> export* |
| <input type="checkbox"/> handle | <input type="checkbox"/> industry | <input type="checkbox"/> invest* | <input type="checkbox"/> predictable* | <input type="checkbox"/> prevent |

Reading B

- | | | | | |
|---|-------------------------------------|---------------------------------|------------------------------------|----------------------------------|
| <input type="checkbox"/> attitude* | <input type="checkbox"/> authority* | <input type="checkbox"/> budget | <input type="checkbox"/> celebrity | <input type="checkbox"/> derive* |
| <input type="checkbox"/> distinctively* | <input type="checkbox"/> emphasis* | <input type="checkbox"/> guard | <input type="checkbox"/> obtain* | <input type="checkbox"/> profits |

* Academic Word List