

STEP 1

Your trainers have been worn out for a while, but you're **short of money** so you want to make them last as long as you can. But, eventually, the soles split. No choice, now – it's time to replace them with a new pair.

STEP 2

When you're **on a tight budget**, it's important to **shop around**. First you **browse** online, looking at adverts and reading the latest reviews. You're not sure about buying stuff online, though, in case you **get ripped off**, so you head to the **high-street stores** to **go window shopping**.

STEP 3

In the end, you decide on the trainers to buy. They're made by a well-known label and they're **good value for money** as there's a 30% discount. There's also a free gift included – a cute bag.

STEP 4

You pay by card and turn down **a carrier bag**. Instead you ask the shop to recycle **the packaging** and your old trainers; then you walk out wearing the new ones.

STEP 5

The verdict – you've **picked up a real bargain**! You've bought a great product for a good price – and it's a really cool **brand**, too!

2 Match the phrases in blue in the text to the definitions.

- 1 consider several possibilities before making a choice about what to buy
- 2 have a limited amount of money available to spend on something
- 3 buy something that costs much less than normal
- 4 the activity of looking at things in shop windows but not buying anything
- 5 when you don't have much money
- 6 shops located on the main street of a town or city
- 7 a product or group of products that has its own name and is made by one particular company
- 8 cheated by someone making you pay too much money for something
- 9 when something is worth the price you pay for it
- 10 a bag that a shop gives you for carrying home the things you have bought
- 11 the boxes, bottles, plastic, etc used for wrapping products so that they can be sold
- 12 look for information on the internet

MAN'S CLOSEST RELATIVE IN DANGER



The orang-utan gets its name from a Malay word meaning 'person of the forest'. (1) Recently, animal rights activists and conservation groups have sounded the alarm bells for these majestic primates. (2) This is due to our excessive use of a particular crop.

5 The culprit is palm oil. It is thought that palm oil is used as an ingredient in about 50% of all food and cosmetic products, including chocolate, ice cream, toothpaste, soap and shampoo. (3) To keep up with global demand for palm oil, large areas of Indonesian rainforest have been burnt down and cleared to make way for palm trees. Orang-utans are seen as pests that must be driven out of the palm oil plantations. As a result, baby orang-utans are often abandoned and have to be brought up in captivity. (4)

10 Palm oil producers and the enormous food and cosmetic companies that purchase the products are only the tip of the iceberg in many respects. In order to clear existing forests and plant palm trees, many companies receive huge loans and investments from major global banks. (5) It is not enough to campaign for the sustainable and responsible use of palm oil by food and cosmetics companies – the banks must be targeted too.

15 Not only is the palm oil industry pushing orang-utans to the brink of extinction, but rainforest destruction also affects other wildlife such as tigers and elephants, as well as indigenous people who have to be moved off their lands or are forced to work on the plantations. Many environmental organisations also report the use of child labour for harvesting the palm fruit. Consumers need to be aware of what goes into their food, not just for the sake of their health but also in order to understand how the production of the ingredients affects the global ecosystem. (6)

Idioms

sound the alarm bells (line 3) – begin to worry that there may be a serious problem

the tip of the iceberg (line 13) – a problem or difficult situation that shows that a much more serious problem exists

an uphill struggle (sentence C) – a difficulty that takes a lot of effort over extended period of time

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A It is **these** financial backers that consumers and activists need to **get through to**.

B **They** have been trying to **get across** to people that our consumption habits, however insignificant at first sight, may be having a significant effect on these animals' habitats.

C **Such** knowledge might save the remaining 15% of historical forests from destruction and make protecting our closest relatives and their habitat less of an uphill struggle.

D **Their** situation is now critical – orang-utan sanctuaries and orphanages are saturated – and many environmental organisations are not **ruling out** total extinction in the near future.

E **This** tiny visible part of a much larger problem makes **coping with** rainforest destruction extremely difficult.

F **It's** an enormous industry which may have put orang-utans at risk of extinction.

G **This** reflects the creatures' home – the rainforests of Indonesia, principally in Borneo and Sumatra.

