

Unit 7: Exercise 9

Read the information. Then complete the flow chart below. Choose ONE WORD ONLY from the passage for each answer.



- Quickly look at the passage to get an idea of what each paragraph is about.
- Look carefully at the flow chart. Decide what type of word you need for each gap.
- Scan the passage to find the part which contains the information you need.
- Read this part of the passage carefully, paying attention to cohesive devices and words which refer back to earlier ideas.
- Use your knowledge of paraphrasing to help you find the ideas in the passage which match the flow chart.
- Write one word in each gap in the flow chart. Use any time left at the end to check your spelling carefully.

Gold Edge Honey

Gold Edge Honey is a leading brand in the honey industry, exporting an ever-expanding range of high-quality products to over 100 countries

It was in 1934 that Jack Rogers, the founder of Gold Edge Honey, first had the idea of entering the honey production business. At the time, he was working for his father, a dairy farmer in the UK. Even though the family business stretched back several generations, Jack lacked enthusiasm for it and had often dreamed of starting something new. On one occasion, he happened to attend a talk given in his local town hall. The speaker, a honey producer himself, was describing the benefits that honey could offer and how these might one day be recognised by people wishing to improve their health. Jack was intrigued and concluded that this kind of promotion could go a long way towards making honey a more popular item among customers.

Jack tried for several years to convince his father that there was a future in the honey business. Eventually, his father accepted that Jack had no interest in following in his own footsteps. Jack was about to approach his bank manager for a loan to set up his new enterprise when his father suddenly announced that he and Jack's mother had decided to give up their farm because it was becoming too difficult to run. Consequently, they had decided to sell it and move closer to Jack's sister and her children. Although for his parents this had been a difficult decision to make, it did in fact present Jack with an unexpected opportunity.

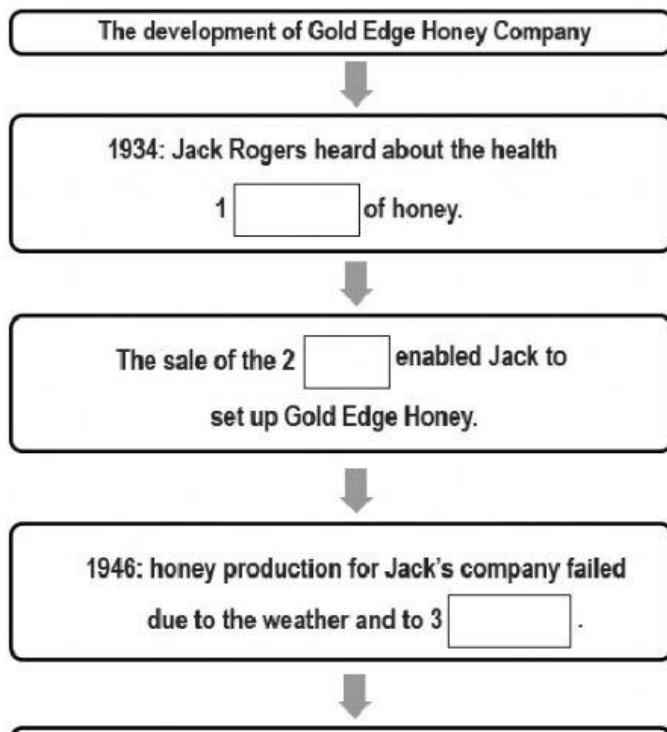
After a good offer had been accepted for the farm, Jack received his share of the money. Because of this, he was finally able to fulfil his ambition to buy land that was a suitable habitat for bees and go into honey production. Just a few years later, Jack had made good progress with his new venture, which he called Gold Edge Honey, and was beginning to sell honey to local shops. However, in 1946, disaster struck. This was the year in which honey production across the UK was badly affected by an exceptionally long dry period. The flowers that the bees depended upon could not survive such a severe drought. What's more, in Jack's case, disease had wiped out many of the bees in his hives. He realised that his earlier success had mainly been due to luck. Therefore, if he was to avoid similar problems, he would need to hire beekeepers with far greater experience than he had. It took a while, but by placing a notice in a regional newspaper, he was able to find such people.

Hard work and determination meant that within a few years, Jack's honey production rose significantly. Because Jack was making healthy profits, he decided to invest in 2,000 more hives. As a result, he was able to sign contracts with two national supermarkets. For the first time, the honey produced by Jack's company became available across the country, not just in local markets. Indeed, by the 1970s, the company had even started exporting products overseas, to both Middle Eastern and European markets.

Towards the end of the 1970s, Jack's son, Andrew, took over the running of the business. Andrew Rogers, like his father before him, worked hard to expand the business. For instance, he hired people to work on a variety of cosmetics, all of which were created with honey as one of the main ingredients. As Andrew wanted customers to associate the new range with high quality, a focus on attractive packaging and presentation was also something his marketing team worked hard to create.

Today, so well-known is Gold Edge Honey that a decision was made to provide public access to the original processing and packing plant. It now attracts a large number of tourists, who can go on a guided tour and, among other things, view some of the early machinery which was used to extract the liquid honey from the bee hives, filter it and bottle it. Of course, things have moved on since the 1930s but, despite that, the tour still allows visitors to see just how labour-intensive honey production used to be. Visitors can also sample a wide range of delicious honey products. In fact, the Gold Edge Honey café, where customers can enjoy a fantastic selection of food containing honey, such as cakes, biscuits and drinks, has already won awards.

It is now Jack's granddaughter, Annabelle, who is responsible for the Gold Edge Honey company. She is well aware of the international interest in the brand, and it was her idea to establish a website focusing on educating potential customers about the benefits of honey and how it is produced. This will provide information about the stages of honey production, its health properties and the lifecycle of bees. In addition, it will include entertaining features for younger visitors, like interactive games and quizzes. It will be available online in the coming year.



After advertising locally, Jack found some employees with 4 .

Increased production meant Gold Edge Honey could be sold in 5 in the UK.

Andrew Rogers decided to develop a range of 6 .

At the first processing and packing plant, some old 7 used in honey production can be seen by visitors.

The Gold Edge Honey Company's 8 is scheduled to launch next year.