Part I - READING COMPREHENSION (A)

Read the following passage carefully and answer the questions in English.

An Eco-Friendly Factory Makes An Eco-Friendly Snack

I

At Frito-Lay's factory in Arizona, U.S.A, more than 500,000 pounds of potatoes arrive every day and are made into potato chips. The process uses large amounts of energy and creates lots of waste. Now, the factory owners are starting an ambitious plan to improve the way the factory operates and to create a new type of snack: **the environmental friendly snack**. Its goal is to run the plant mostly on renewable fuels and recycled water.

II

In the next few years, Frito-Lay plans to install new filters that will recycle most of the water used to wash the potatoes and corn that are used to make the snacks. Next, it will burn the leftovers to create methane gas which will produce the plant's electricity. The company will also build 50 acres of solar panels near the factory to produce **solar power.** The project is expected to help the company save money on energy costs since oil is getting more and more expensive. The new filters will be used in some of Frito- Lay's other factories, if it succeeds.

III

Today, many consumers are worried about the changes in **the world's climate** and how industry is making it worse. That is why a lot of money is being invested in new "green technology"- technology that does not damage the environment. PepsiCo (the owner of Frito-Lay) is trying to establish a "green" reputation. The company plans to start with its popular product, SunChips snacks and to advertise that they are made using solar energy

IV

Environmental groups claim that many companies exaggerate small improvements without making real changes in how **they make their products**. These groups say that this "green" approach is just a marketing strategy to get people to buy more of their products"." Joel Swisher, director of a non-profit energy research organization doesn't agree. "I think there's a transition. Advertising small changes is not a bad thing. It is moving in the right direction."

(Adapted from the New York Times November 13, 2007)

Scanned with CamScanner

QUESTIONS

1. *Answer the following questions in* English (40 points)

a. How will the owners of Frito-Lay plan change the process and make it better? (paragraph I)

_____

_____

b. What product does Frito Lay produce? (paragraph I)

_____

_____

c. List **two** negative results of the potato chip making process. (paragraph I)

_____(א

_____(ב

d. Will this project save the Frito Lay company money?(paragraph II)

YES or **NO** Circle (הקף בעיגול)the correct answer

Write the sentence in **Hebrew** which helped you with your answer.

_____

_____

e. What will the new filters do? (paragraph II)

_____

_____

Scanned with CamScanner

f. Why is money being invested in "green technology"? (paragraph III)

_____

_____

g. How do Joel Swisher and environmental groups feel about the "green approach"? (paragraph IV) זכור לענות בעברית

יואל שווישר_____

קבוצות איכות הסביבה_____

h. Translate the following words and expressions into **Hebrew** or **Arabic** according to their meaning in the context. These words and expressions appear in bold type in the text.

(i) **solar power** (line 9) _____

(ii) **the environmental friendly snack** (lines 4-5) _____

(iii) **they make their products** (line 19) _____

(iv) **In the next few years** (line 6) _____

(v) **the world's climate** (line 13) _____

Scanned with CamScanner