

ACCESS TO INFORMATION FROM WRITTEN TEXTS (100 points)

הבנת הנקרא (100 נקודות) فهم المقروء (100 درجة)
קרא את הקטע שלפניך, וענה על اقرأ القطعة التي أمامك، وأجب
השאלות 11-1. عن الأسئلة 11-1.

Read the article below and then answer questions 1-11.

HOW SCIENCE IS TRYING TO HELP US EAT BETTER

Americans have been eating a lot more salt and sugar in the last 30 years. According to an article in *The Atlantic* magazine, food companies are partly responsible for this increase.

People enjoy salt and sugar in their food. Unfortunately, eating too much salt or sugar can cause serious health problems. In 2007, the Campbell Soup Company tried to make a change. It started using less salt in its soups to make them healthier. However, the public wasn't happy with this change. By July 2011, sales had decreased so much that the company had to put the salt back into its soups.

So how can companies make their products healthier without losing customers? Some researchers think the answer might be in changing the way food smells. Smells can improve the way food tastes to us. That is why the researchers are developing 'phantom aromas'. These are aromas that make us think we are tasting flavors that are not really there. For example, in one 2012 study the aroma of beef was added to a salt-free soup. Over 60% of the participants who tasted the soup believed there was salt in it. In another study, the aroma of vanilla, which is associated with sweetness, was added to a sugarless cake and its sales increased greatly.

"Using phantom aromas won't make it possible for food companies to remove all of the salt or sugar from their food, but it's a good start," says Robert Sobel, the scientist who invented the term 'phantom aroma'. Sobel has been researching phantom aromas for the last five years and has already succeeded in removing 10% of the salt in foods like potato chips and soups. Some researchers believe that by using other techniques together with phantom aromas, they could decrease the use of salt and sugar by more than 35%.

(שים לב: המשך הקטע בעמוד הבא.)
(انتبه: تكملة القطعة في الصفحة التالية.)
המשך בעמוד 3

لا تكتب في هذه المنطقة

لا تكتب خارج هذا

However, food expert Michael White disagrees with the idea that phantom aromas may help Americans use less salt and sugar. "Most of the salt and sugar we eat still comes from what is added by food companies," he says. Moreover, he argues that adding artificial smells isn't the answer at all. He believes that phantom aromas just add to a larger problem: the huge amount of artificial ingredients in American food.

- ענה באנגלית על השאלות 11-1,
 על פי הקטע.
 בשאלות 1, 3, 4, 9 ו-11, הקף במעגל
 את המספר של התשובה הנכונה.
 בשאר השאלות ענה לפי ההוראות.
 (100 נקודות)
- אָבַב בַּאֲנְגְלִיטָה עַל הַשְּׁאֵלוֹת 11-1, חֲסַב
 הַקְטַעַה.
 בַּשְּׁאֵלוֹת 1 ו־3 ו־4 ו־9 ו־11, שַׁע דְּאִירָה חֹוֹל
 רִקָּם הַיָּאִבָּה הַשְּׁחִיחָה.
 בַּשְּׁאֵלוֹת הַבֹּאִיָּה, אָבַב חֲסַב הַתְּעִימָת.
 (100 דְּרַגָּה)

Answer questions 1-11 in English according to the article. In questions 1, 3, 4, 9 and 11, circle the number of the correct answer. In the other questions, follow the instructions.

- What is the main idea of lines 1-3? There has been an increase in (-).
 - the number of articles about food
 - the amount of salt and sugar Americans use
 - the number of food companies in America
 - the amount of food Americans eat

(8 points)
- How did the Campbell Soup Company know that people didn't like the change? (lines 4-9)

ANSWER:

.....

(8 points)
- What is the problem that food companies have today? (lines 10-18)
 - How to change the smell of their food.
 - How to get new customers.
 - How to keep their old customers.
 - How to improve their research.

(8 points)

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4. What do we learn about phantom aromas from lines 10-18?
- They can make our food taste better.
 - They have been used for many years.
 - They can make us eat too much salt.
 - They make us think sweet food is good for us.
- (8 points)
5. Why did many of the participants in the 2012 study think there was salt in the soup? (lines 10-18)
- ANSWER:
-
- (8 points)
6. COMPLETE THE SENTENCE. (lines 10-18)
- People bought the sugarless cake because they thought
-
- (9 points)
7. Robert Sobel says that using phantom aromas is "a good start". A good start to what? (lines 19-25)
- ANSWER:
-
- (9 points)
8. Give ONE thing that Robert Sobel did. (lines 19-25)
- ANSWER:
-
- (9 points)
9. What do we learn about the "other techniques" mentioned in line 24? (lines 19-25)
- They are better than phantom aromas.
 - They may work best with phantom aromas.
 - They can decrease the use of salt by 10%.
 - They were invented by Robert Sobel.
- (8 points)

המשך בעמוד 5

10. PUT A ✓ BY THE TWO CORRECT ANSWERS.

According to Michael White, what are the problems with phantom aromas? (lines 26-31)

- i) Phantom aromas make food taste bad.
- ii) Food companies don't want to add phantom aromas to food.
- iii) There are already too many artificial ingredients in food.
- iv) Americans will add more salt and sugar to their food.
- v) People will not buy food with phantom aromas.
- vi) Food companies still add too much salt to their food.

(2×8=16 points)

11. The main subject of the article is (-).

- i) why people have changed the way they eat
- ii) why food companies lose customers
- iii) how to convince people to buy American food
- iv) how researchers can help food companies

(9 points)

בהצלחה!

זכות היוצרים שמורה למדינת ישראל
אין להעתיק או לפרסם אלא ברשות משרד החינוך