

4. Local Parmalat may be sold

The local subsidiary of Italy's dairy giant Parmalat SA will suffer from the parent company's troubles, according to industry insiders.

"The company is facing difficult times. All payments and decisions must be approved at headquarters," an executive close to the issue said last week. "The company is already behind with due payments; it's likely it will go up for sale."

The executive, who spoke on condition of anonymity, said Parmalat Hungária Rt's Management will visit the Italian headquarters in a few days for talks that will determine the local strategy.

Managers of the local Parmalat said last week they are not allowed to talk to the press without the authorization of the parent company.

MTI-Econews reported dairy producers last Tuesday who told that Parmalat Rt owes an average one-and-a-half months' payments to milk suppliers.

The parent company, Italy's largest food company, filed for bankruptcy protection last month after it admitted that a \$4.9 billion account it claimed on its books did not exist.

Founder, co-owner and president Calisto Tanzi, who has been arrested, admitted to prosecutors that he siphoned off €500 million from Parmalat to other family-controlled companies.

Ranked sixth among local dairy producers, Parmalat has a 5%–6% Hungarian market share. According to industry insiders, if Parmalat were sold, its processed dairy products line would be the main attraction for buyers, as there is little scope for growth on the milk market.

"The Dairy Products Council has not been officially informed of any problems affecting Parmalat's local operations," Pál István Kiss, chairman of the council, said last Friday.

Dairy companies buy 1.2 billion liters of milk yearly in Hungary for domestically sold milk and dairy products, according to 2003 figures of the council. The market leader, Friesland Hungária Kft, buys nearly 400 million liters and maintains a market share of around 25%. Sole Hungária Rt is second with 300 million liters and a market share of around 18%, while the company until recently named MiZo-Baranyatej Rt (now Új-MiZo Rt) purchases a yearly 200 million liters and maintains a 13% stake of the market.

Budapest Business Journal, 14th Jan 2004

Első feladat

A szöveg alapján értékelje a magyar tejpiac jelenlegi helyzetét. Töltse ki a táblázatot a megadott példa (0) szerint.

NAME OF THE COMPANY	MARKET POSITION IN HUNGARY	MARKET SHARE (%)	QUANTITY OF MILK/YEAR, BOUGHT FROM DAIRY FARMERS
(0) Friesland Hungária Kft	Market leader	(1)	(2)
Sole Hungária Rt.	(3)	(4)	300 million liters
(5)	Third	13 %	(6)
Parmalat Hungária Rt.	(7)	(8)	-

Második feladat

Olvassa el újra a szöveget és válaszoljon a kérdésekre a megadott példa (0) szerint.

KÉRDÉSEK	VÁLASZOK
0. Why will the management of Parmalat Hungária Rt. visit the Italian headquarters?	To determine the local strategy in Hungary
9. What is the nationality of the company Parmalat SA?	
10. How much money does Parmalat Rt. owe to milk suppliers?	
11. What is the position of Parmalat SA in Italy among food companies?	
12. Who was arrested in connection with the financial problems of Parmalat?	
13. How much money is missing from the accounts of Parmalat SA?	
14. How much milk is bought yearly by dairy companies in Hungary?	
15. What is the name of the Hungarian organization that gave exact data of the Hungarian dairy business?	

5. Cost of gaining a degree reaches £33,500

Students starting university this year expect to pay £33,512 for a three-year degree course, a rise of almost £5,000 on last year's projected figure, a survey says today.

Most of the rise is due to the increase in tuition fees of up to £3,000 a year from next month.

The survey by NatWest Student Money Matters found that students expected to graduate in 2009 with £14,779 of debt, an increase of £1,099 on last year's projected figure for 2008.

However, while graduate debt continues to rise, NatWest said there were signs that students were preparing to cut back on some of their social pleasures.

The survey found that undergraduates expected to spend more than they did now on almost every aspect of their life, including eating out, alcohol and buying clothes and on other items such as rent and books.

The only exception was cigarettes, indicating that students may be becoming more health conscious.

Students now spend an average weekly sum of £13.17 on cigarettes, but they expect the amount to drop to £12.56.

The survey also found that the amount students expected to spend over the next three years on day-to-day items was less than the predictions they made last year.

In 2005 they forecast spending £176.72 per week over the next three years. This year they have cut the figure to £158.75, a saving of £17.97 a week.

Mark Worthington, from NatWest, said that undergraduates were "clearly much more informed about the financial realities of university than in previous years".

He said: "Despite the expected cost of university rising by 17 per cent on 2005, students expect that by cutting back on spending they will graduate with only eight per cent more debt."

The survey found more students were doing part-time jobs to pay for their university life. A huge proportion (87 per cent) of this year's intake believed they would have to take a part-time job.

Forty-six per cent of students rely on income from term time work to get by, working an average of 14 hours a week. Students supplement their income by an average of £71.32 a week.

Two thirds of parents pay for their children's university education. Twenty-eight per cent give regular amounts. Twenty-six per cent receive money from their parents when they need it, eight per cent receive a lump sum at the beginning of each term and four per cent receive a one-off amount when they start university.

Despite worries about the higher costs, 79 per cent of this year's intake believed that going to university would help them with their future prospects and 53 per cent wanted to train for a specific career such as medicine or law.

By Richard Savill, 15/08/2006, Electronic Telegraph

Első feladat

Olvassa el a “Cost of gaining a degree reaches £33,500” című szöveget, és a szöveg alapján rövid jegyzeteivel egészítse ki a táblázatot, a példa (0) szerint.

SZÁMOK	MIRE VONATKOZNAK
14	(0.) students' average number of hours' work/week
(1.)	students' current spending /week on cigarettes
(2.)	maximum amount of growth of the tuition fee this year
£33,512	(3.)
17	(4.)
(5.)	proportion of parents financing their children's studies
£14,779	(6.)
£5,000	(7.)
(8.)	% of students expect to take up part-time jobs
(9.)	expected saving on weekly costs
(10.)	% of students getting money from relatives before each semester

Második feladat

Olvassa el újra a szöveget, és a szöveg alapján döntse el, hogy a megadott állítások igazak vagy hamisak. Ha igaz az állítás, **I** betűvel, ha hamis, **H** betűvel jelezze az alábbi táblázatban, a példa (0) szerint!

ÁLLÍTÁSOK	IGAZ vagy HAMIS
(0.) The survey on student finances was conducted by NatWest.	I
11. The majority of students are optimistic about their future careers.	
12. Students have started to think more realistically about costs of studying.	
13. The only exception where they did not want to cut costs was cigarettes.	
14. Students usually combine money from their parents with part-time earnings.	
15. 79% of students worry about the increasing costs of their university studies.	

6. Junk food adverts face TV ban

Manufacturers and advertisers will be urged to agree a voluntary code of regulation, according to reports in two Sunday newspapers. The proposal is contained in the government's Public Health White Paper, to be published this week.

Other measures include a new "traffic light" labelling system identifying unhealthy foods.

This White Paper had been expected to back a ban on advertising junk food during children's TV hours (before 21GMT).

The Independent on Sunday said Health Secretary John Reid believed he would have public support for the move, which would ease concerns over the growing level of childhood obesity in Britain. Some large food and drink producers have begun reducing the number of television advertisements shown. The paper cites research showing there had been almost 10,000 fewer junk food adverts aired in the past year, compared with 2003.

The proposed ban would include products high in fat, salt or sugar.

This would not only take in burgers, crisps and soft drinks, but would also target certain breakfast cereals and even fish fingers.

The White Paper favours a "traffic light" labelling scheme for foods, according to The Observer.

Unhealthy foods would receive a red label, while healthy choices such as fruits and vegetables would attract a green label.

Nutritious but high-fat foods, such as cheese, would be given an amber label, the newspaper said.

The system would be voluntary, however supermarket chain Sainsbury's has announced it will introduce its own coloured logos to signify healthier options.

Its system will use red, amber and green symbols to designate high, medium or low levels of salt, fat, added sugar and calories.

Rival chain Tesco is looking into a traffic light system based on dietary targets from the World Health Organisation and the Committee on Medical Aspects of Food and Nutrition Policy.

And more partnership working is set to be encouraged between schools, charities and community groups to encourage children to think about health.

"We would also want to see something done about snack machines at school," Andrew Lansley, Shadow Health Secretary, said.

He also warned the food industry would not find a traffic light labelling system helpful, as it would attach red lights to many staple foods, such as cheese.

"What the industry is working towards is a system of labelling, showing how foods would represent parts of recommended daily amounts of calories, fats, salts and sugar.

"It would be better now for the government to work with industry towards a single solution, implemented by the industry rather than imposed by government."

Első feladat

Olvassa el a 'Junk food adverts fact TV ban'szöveget, majd válaszoljon az alábbi kérdésekre néhány szóban a megadott példa (0) szerint! Válaszait írja a táblázatba!

KÉRDÉSEK	VÁLASZOK
Where can you read reports about the code of regulation?	0. in 2 Sunday newspapers
Which two Sunday newspapers report about the proposal?	1. 2.
What time are they planning to reduce the number of adverts?	3.
Which two supermarket chains will introduce a labelling system?	4. 5.

Második feladat

Olvassa el újra a szöveget, és döntse el, hogy az alábbi állítások igazak vagy hamisak! Ha igaz az állítás, I betűvel, ha hamis, H betűvel jelezze az alábbi táblázatban, a példa (0) szerint!

ÁLLÍTÁS	IGAZ vagy HAMIS
0. The government's proposal will be published this week.	I
6. A traffic light labelling system advertises healthy food on TV.	
7. Advertisements for junk food cannot be shown on TV.	
8. Most children are getting fatter in Britain.	
9. In 2004 there were much fewer junk food adverts on TV than in 2003.	
10. Some breakfast cereals have a high fat- and sugar content.	
11. Fatty, salty or sugary foods are given a green label.	
12. Cheese would be given a red label because it is high in fat.	
13. Tesco wants to install traffic lights.	
14. You cannot see snack machines at schools.	
15. The labelling system shows how healthy our foods are.	