

## Adopt-a-Pig

**Sarah Todd** meets a teenager who offers full pigsty-to-plate traceability

- 1 It is generally difficult to prise teenage boys away from playing computer games and listening to music, but 18-year-old Duncan Turnbull is not your average adolescent. He was only 15 when he launched Adopt-a-Pig, a scheme whereby customers pay a £50 deposit to choose and name a newborn piglet, visit it as often as they like and keep abreast of its progress via a website photo gallery.
- 2 When the time comes, seven months later, for the animal to be slaughtered there's a tough choice to make: are you after a hog roast, pork for roasting – complete with a layer of crispy crackling –, or would you be more interested in Duncan's 98 per cent meat sausages and bacon rashers? Friends and family often join forces to adopt a pig and share out the meat between them. The final bill is usually between £200 and £300 for the whole pig, depending on the cuts chosen. Given the quality and provenance of Duncan's meat, it's surprisingly good value. A pig's worth of anonymous pork products at a supermarket would cost somewhere between £150 and £200.
- 3 Meeting Hilda – Duncan's first pig and the one that got him interested in the endangered Oxford Sandy & Black breed – and her litter of eight adorable piglets



made me wonder whether anybody's resolve has weakened once the end has come. "Not after I've explained that this isn't an animal sanctuary or a charity," says Duncan. "It's a meat business. It's not as if the person who adopts the animal is signing its death warrant – the pigs are going to be slaughtered anyway. The choice is the customers'. They can keep going to the supermarket, picking up pieces of meat that they know nothing about, and have no idea of the pig's living conditions or diet, or adopt one and follow its progress every step of the way."

- 4 The majority of Duncan's clients are parents keen for their children to understand the link between animals and the food on their table. Some drive as far as 200 miles to see their pig at his parents' 20-acre smallholding near York. Others indulge in the scheme's 'optional extras', such as postcards and notepaper personalised with a picture of their chosen pig.

5 Duncan is outside by 6.30am to give them their food (as natural as possible) before heading off to study for his A-levels. Once he gets home, there is an hour's worth of emails and paperwork to deal with before the evening feed. On Friday evenings he goes to the local brewery to collect waste malting barley which, he says, adds to the taste of the meat. He has school on Saturday, so Sunday is a busy day spent mucking out and doing other chores.

6 With an annual turnover of around £10,000 and projections of over £25,000 next year, Duncan's enterprise is no longer a laughing matter among his school friends. In fact, three of them went with him to last month's Salone del Gusto food fair in Turin to try to break into the international market. His plans to promote British meat impressed

the Department of Trade and Industry sufficiently for an £1,800 grant towards the trip. "We had quite a few languages between us and soon got into our sales patter," explains Duncan. "Mind you, the food did most of the talking, especially when we started offering freshly-cooked bacon and sausages."

7 With university on the horizon, there's every possibility that Duncan, who started in business at the age of 12 breeding ducks, will spend a gap year 24 rather than backpacking around the world. "I'm happy to continue with the management side," he says. "But, of course, there will have to be staffing in place to look after the pigs."

*The Daily Telegraph*

- 1p 17 Which of the following is true about Duncan Turnbull according to paragraph 1?  
A He has designed a new website.  
B He has developed his own business.  
C He is an ordinary schoolboy.  
D He is mad about multimedia gadgets.
- 1p 18 “there is a tough choice to make” (alinea 2)  
→ Welke lastige keuze moet er gemaakt worden volgens alinea 2?
- 1p 19 “Given the quality and provenance of Duncan’s meat” (eind alinea 2)  
In alinea 3 gaat de schrijfster verder op dit onderwerp in.  
→ In welke zin doet zij dat?  
*Citeer (= schrijf over uit de tekst) de eerste twee en de laatste twee woorden van de **volledige** zin in de uitwerkbijlage.*
- 1p 20 “made me wonder” (the beginning of paragraph 3)  
Who is meant by ‘me’ in this sentence?  
A Duncan  
B Hilda  
C the author  
D the customer
- 1p 21 “whether anybody’s resolve has weakened” (the beginning of paragraph 3)  
→ Waarover zou men kunnen gaan twifelen?
- 1p 22 Which of the following is true about most of Duncan’s customers according to paragraph 4?  
A They are happy to promote the whole concept of Duncan’s farm.  
B They prefer to buy their food close to the place where they live.  
C They want all their family members to get really attached to their pig.  
D They want to teach their children where the meat they eat comes from.
- 2p 23 Geef van elk van de volgende beweringen over Duncan aan of deze juist of onjuist is op grond van de alinea’s 5 en 6.  
*Omcirkel ‘juist’ of ‘onjuist’ in de uitwerkbijlage.*  
1 Hij hoeft er weinig voor te doen om succes te hebben.  
2 Hij doet extra moeite om het vlees van zijn varkens zo lekker mogelijk te krijgen.  
3 Zijn vrienden verklaren hem voor gek dat hij dit werk doet.  
4 Hij probeert ook in het buitenland bekendheid te krijgen.
- 1p 24 Kies bij 24 in alinea 7 het juiste antwoord uit de gegeven mogelijkheden.  
A holidaying after his hard work  
B looking for a well-paid job  
C taking care of his business  
D trying to sell the pig farm

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#### Bronvermelding

Een opsomming van de in dit examen gebruikte bronnen, zoals teksten en afbeeldingen, is te vinden in het bij dit examen behorende correctievoorschrift, dat na afloop van het examen wordt gepubliceerd.