

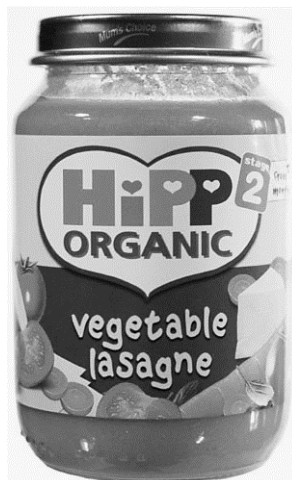
Tuck in ... a quarter of baby food in jars is eaten by adults

Kate Connolly

(1) Can't be bothered to chew your food? Too tired to cook and looking for a quick meal? It seems that in such circumstances a growing number of adults may consider opening a jar of baby food. The world's largest baby food manufacturer, Hipp, has said an increasing number of adults are turning to its pre-cooked, pureed meals because they find them 17.

(2) About a quarter of those who eat the firm's 100 varieties of pulped meals – from apple and cranberry breakfast to vegetable and beef hotpot – are adults, it says. Claus Hipp said in recent years his firm's products had grown in popularity, particularly among older people, with stewed apple said to be a favourite.

(3) Claus Hipp added: "Not so long ago, we had twice as many births as now, and that, of course, has a knock-on effect. As our society gets ever older, baby food is showing that it has a future in the adult market". 19 birth rates have dropped in most European countries, most notably in



Germany, the company's profits rose by €90m last year to €500m (£450m).

(4) A million and a half jars of baby food come off the Hipp production line every day. Hipp said calorie-conscious new mothers saw the meals – which are low in fat, sugar and salt – as a way to help them 20 after giving birth and were among new customers it had won in recent years. Sportsmen and women looking for a light meal are believed to favour the jars, too.

(5) The company, which recommends its organic meals to babies 'at the start of weaning to three years of age', said it had no intention of relaunching the products for a separate market. "Older people can often cope with the mashed baby food better than regular meals, but we're not planning to 21 ... we want to keep our baby image," said Hipp, whose father, Georg, started putting baby food in jars in 1960.

(6) Eileen Steinbock, of the British Dietetic Association, said pureed food could benefit people whose ability to swallow had been greatly reduced through old age, dementia or

a stroke, and was already in widespread use in care homes. But people who could still chew and swallow should continue to do so for as long as possible,” she added. “I wouldn’t like to see people being given pureed food just because it’s easier for a carer to give it to them that way. It should only be given when it’s 22,” according to Ms Steinbock.

(7) Moreover, the protein content of food declines when it is pureed

because extra water is added to help liquify it, leaving it with fewer calories. “That would be a bad thing because a lot of people who require pureed food find it hard to eat enough and are quite likely to be nutritionally compromised and possibly even malnourished,” she added.

The Guardian, 2010

Tekst 7

- 1p 17 Kies bij 17 in alinea 1 het juiste antwoord uit de gegeven mogelijkheden.
- A easy to consume
 - B good value for money
 - C quite tasty
 - D rather healthy
- 1p 18 What becomes clear about 'Hipp' from paragraphs 1 and 2?
- A It hardly suffers any competition from rival babyfood companies.
 - B It has recently introduced a new range of exotic flavours.
 - C It is trying to sell its products to homes for elderly people.
 - D It noticed grown-ups are eating products intended for children.
- 1p 19 Kies bij 19 in alinea 3 het juiste antwoord uit de gegeven mogelijkheden.
- A Even though
 - B Just as
 - C Now that
- 1p 20 Kies bij 20 in alinea 4 het juiste antwoord uit de gegeven mogelijkheden.
- A gain strength
 - B lose weight
 - C prepare meals
 - D save time
- 1p 21 Kies bij 21 in alinea 5 het juiste antwoord uit de gegeven mogelijkheden.
- A change our recipes
 - B ignore this group
 - C settle for continuity
 - D target them
- 1p 22 Kies bij 22 in alinea 6 het juiste antwoord uit de gegeven mogelijkheden.
- A affordable
 - B available
 - C questionable
 - D unavoidable

- 1p 23 How does paragraph 7 connect to paragraph 6?
- A It adds an argument to the point made in paragraph 6.
 - B It contradicts the point made in paragraph 6.
 - C It explains the point made in paragraph 6.
 - D It summarises the point made in paragraph 6.

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.