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People are always looking for new ways to make their lives and diets healthier. Organic food, with its many benefits, is a popular material in the balanced life styles of millions of people. Not only organic food is better for our diets, but also it is better for our planet.

Recently, food safety has become a major issue in the news. Chemicals top the list of things to look out for in our food supply. However, in old style farming, chemicals are frequently used to eliminate insects and fight plant diseases. Also, livestock such as pigs and chickens are fed anti biotics and, growth hormones may be used on them in some countries. To regret to say, this means that consumers who buy and eat oranges, eggs, meat, and other foods take in dangerous chemicals. In response more people are switching to organic food. It is good for our health and good for the environment.

Organic farming is, more or less, the opposite of conventional farming. Instead of using chemicals, organic farmers use natural methods to deal with insects and diseases. They do not keep their livestock in small cages, but give animals plenty of space to walk around. Plus, animals are fed neither anti biotics nor growth hormones. Organic farmers also take better care of the soil. Only natural plant food is used, and crops are rotated. This different crop is grown there for a short time, and so on.

Supporters of organic farming note its many benefits. First and foremost, it reduces the amount of chemicals that we are exposed to. Some studies also suggest that organic food is higher in vitamins and minerals than old style food. In addition, supporters point out that organic food tastes better. What is more, since the soil only receives natural plant food or fertilizers, it is kept healthy for future generations.

Many kinds of organic food, including fruits, vegetables, and beans, are showing up in supermarkets. In addition, we are seeing hundreds of

packaged foods using organic ingredients. For example, many stores now carry organic cookies, cereal, and bread. Demerits are, because organic food takes more effort to grow, retail prices are often higher than those of conventional goods. But there is good news. As demand grows and more farms go organic, prices are coming down year by year.

With millions of consumers all over the places and elsewhere learning about the benefits on organic food, the global market is on the rise. In the year of two thousand eleven, its total value was over sixty billion dollars. That was an increase of eight point three percentage over the previous year. The market is expected to be worth more than one hundred billion dollars within a few years. As health and environmental stories continue to make front page news, we are learning how to make our lives, and our planet, healthier. Eating organically is a delicious way to do just that.

The forces of opposition to organic foods locate franchising stores and restaurants. In most industries, famous brands are powerful. Then reputations, marketing skill, and large customer bases mean steady income streams. In the restaurant, hotel, and many other fields, franchises make it possible to join, and profit from, a famous brand.

Famous companies are powered by their names and reputations. When people walk into a well-known sandwich shop in many cities in the world, for example, they know exactly what they are getting. Through franchising, an investor can tap into this brand power by opening the shop of his or her own. The risk is low, and the rewards can be big. No wonder franchising is such a successful business model.

Franchising has been around for more than one hundred years, but its popularity took off in the nineteen fifties. Leading the trend were fast food restaurant, such as hamburger shops and fried chicken shops. These days, there are franchises in more than ninety industries, including dry

cleaning, hotels, and real estate. It is an important part of the global economy. In one nation alone, there are some seven hundred thousand franchises employing eight point two million people. There are two sides to a franchise. The franchisor and the franchisee. The franchisor is the owner of the business system, and the other the franchisee is the person who licenses the system. In a short, the owner and the worker. After signing a franchise agreement, the franchisee pays a fee. He or she also pays for equipment, supplies, and, if necessary, building costs. The total investment can range from ten thousand to one million dollars. After the business opens the franchisee also pays a percentage of sales revenues, called royalty, to the franchisor. Marketing fees must also be paid.

The franchisee receives many benefits in return. Training is among the most common. The franchisor offers new franchisees training in everything from dealing with customers to understanding the standards of the company. The franchisor also handles advertising. On top of that, there is the essential benefits make the risk of opening a franchise much smaller than that of starting a business from scratch.

But a franchise can also have drawbacks. If a single customer at a restaurant eats something and gets sick, every franchise in the system may suffer. Running a franchise also means closely following the standards of the company. You have to give up a degree of independence as a franchisee, because you are just one of workers. You have to do things the way of the company and trust that the system will work.

If you want to earn a lot of money from the business, you have to work very hard. Besides, do not forget that the monthly royalty must be paid, even if you are losing money. However, there are thousands of excellent money making opportunities in franchising. As brand recognition becomes more important in the global economy, chances will surely keep growing. What to choose and which to choose is your choice.