

■ Tekst 7

Power of the pocket

IT WAS only a small down-page news item. It may even have slipped your attention entirely. And yet it was a major victory for the power of ordinary people against the great multinational juggernauts of profit and power.

5 On Thursday one of America's biggest soya producers told US farmers for the first time to begin segregating genetically modified strains from conventional soya – a move that they had previously insisted was technologically too difficult. The day before, Britain's biggest

10 chicken producer had announced that it was to stop lacing its animal feed with antibiotics to make its birds grow faster.

The common factor? Both said they were responding to consumer pressure. Customers, it seemed, felt so

15 strongly about the need to choose that they were prepared to go without rather than just accept what bullying companies sought to impose on people and governments alike. Multinational firms may be so powerful that they can afford to ignore governments and democratic

20 sentiment alike. But the pound in our pockets is an economic vote. When we use that en masse, it seems even the multinationals have to listen.

'The Independent on Sunday'

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- “On Thursday ... conventional soya” (lines 5-7)
- 1p 22 ■ How is this fact presented in the article?
- A As a logical step in a recent chain of agricultural innovations.
 - B As an event that meant less than the newspapers had suggested.
 - C As an important scientific breakthrough that few people know about.
 - D As a significant development that got hardly any media coverage.
- “the pound in our pockets is an economic vote” (regels 20-21)
- 1p 23 □ Leg uit wat de schrijver hiermee bedoelt.