

МИНИСТЕРСТВО СЕЛЬСКОГО ХОЗЯЙСТВА РФ
ФГБОУ ВО «Кубанский государственный аграрный
университет имени И. Т. Трубилина»

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АГРОБИЗНЕС: ОСНОВНЫЕ ТЕРМИНЫ В ТЕКСТАХ
НА АНГЛИЙСКОМ ЯЗЫКЕ

Учебное пособие

Краснодар
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В учебном пособии систематизирован грамматический материал, даны тексты и упражнения, помогающие формировать навыки монологической и диалогической речи, освоить терминологическую лексику, практическое применение английского языка в производственной и научной деятельности.

Предназначено для магистрантов экономических специальностей, аграриев широкого профиля.

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ПРЕДИСЛОВИЕ

Цель данного учебного пособия – продолжить формирование у магистрантов навыков монологической и диалогической речи, работы с англоязычными текстами как источником информации, практического применения знаний и компетенций.

Подбор и систематизация учебного материала, активный словарь позволяют успешно использовать учебное пособие как на практических занятиях, так и в самостоятельном освоении предложенных заданий, а также в практической профессиональной деятельности.

Лексическое наполнение учебного пособия соответствует аграрным направлениям Краснодарского края, таким как животноводство, пчеловодство, чаеводство, плодоовощеводство, виноградарство и др.

Структура учебного пособия рассчитана на организацию образовательного процесса по трем направлениям:

1) самостоятельная работа с текстами: материал имеет стереотипный характер и способствует быстрому усвоению новых знаний;

2) участие в обсуждении предложенных тем: в дискуссионном контексте отсутствует перевод ключевых слов на русский язык, студентам (магистрантам) предлагается не готовый материал, а возможность определения ассоциативных связей, поиск нужных лексических единиц, работа с интернет-ресурсами, словарями и дальнейшее применение умений и навыков в конкретной языковой ситуации. Принцип «обратной» связи в данном контексте является доминирующим;

3) ролевая ситуативная игра: обучающимся предлагается участвовать в реальном событии – Международном инвестиционном форуме (Сочи, 2017). Цель – находить нестандартные решения, действовать продуктивно с опорой на свой образовательный потенциал и уже сформировавшуюся базу владения английским языком (уровень: Intermediate, Advanced).

В учебном пособии грамматический материал представлен в таблицах, так как предполагается, что магистранты обладают базовыми знаниями, позволяющими корректно оформлять речевые высказывания, и обучение проводилось с использованием современных методов, включая фреймовую технологию. Но, вместе с тем, к каждому тексту предлагаются задания по грамматике.

Освоение материалов учебного пособия позволит студентам:

1) увеличить словарный запас, понимать лингвистические и экстралингвистические факторы;

2) научиться правильно выбирать информацию из большого количества существующих в настоящее время справочников, учебников по грамматике, профильных словарей, интернет-ресурсов;

3) использовать лингвистические компетенции в дальнейшей профессиональной деятельности: участие в международных аграрных экономических форумах, сотрудничество с зарубежными бизнес-партнерами, участие в деловых переговорах;

4) развить креативное мышление.

При написании учебного пособия были использованы статьи из периодической печати.

GRAMMAR REVISION

Article

a	an	the	no article
indefinite article with consonants (b, c, b, f, g, z)	indefinite article with vowels (a, e, i, o, u)	indefinite article regardless whether the noun starts with a consonant or a vowel	
<i>not</i> specifically known to the person you are speaking with	<i>not</i> specifically known to the person you are speaking with	specific object that both the speaker and the listener <i>know</i>	
singular nouns	singular nouns	plural nouns	uncountable nouns
		collection of states in a country (The United States of America, The UK, The Irish Republic)	countries, states, counties, provinces, lakes, mountains
		Multiple areas: The Philippines, The Netherlands, the British isles	others: sports, meals, places, transport, rivers, oceans, seas
		Geographical points in the globe (the North Pole, the equator)	

Таблица 1 – Времена группы Active

Aspect		Simple	Progressive	Perfect	Perfect Progressive
1		2	3	4	5
Meaning		a common aspect	a process	priority	priority + process
		When?	At what time?	By what time?	Since what time? How long?
Period of time		usually, often, always, seldom, every day (week, month, year)	now, at the moment	ever, never, just, already, not...yet, by 3 p.m.	since 3 p.m., for a long time, for a month... i
Present	+	V, V _s	am is + Ving are	have has +Ved, V ₃	have has + been + Ving
		do, does...V	inversion	inversion	inversion
	-	do, does + not + V	am, is. are + not + Ving	have, has + not + Vfed, V,	have, has + not + been + Ving
Period of time		yesterday, last week (month, year), long ago	yesterday at 3 p.m., yesterday from 6 tilt 7, when you came...	yesterday by 3 p.m., before some time in the past...	yesterday since 3 p.m., for some time in the past
Past	+	Ved, V ₂	was, were + Ving	had + Ved, V ₃	had + been + Ving
		Did + V	inversion	inversion	inversion
	-	did + not + V	was, were + not + Ving	had + not + Ved, V ₃	had + not + been + Ving

Продолжение таблицы 1

Period of time		tomorrow, next week (month, year)	tomorrow at 3 p.m., tomorrow from 6 till 7, when you come	tomorrow by 3 p.m., by some time in the future	tomorrow since 3 p. m., for some time in the future
Future	+	will + V	will + be + Ving	will + have + Ved, V ₃	will + have + been + Ving
		inversion	inversion	inversion	inversion
	-	won't + V	won't + be + Ving	won't + have + Ved, V ₃	won't + have + been + Ving

Таблица 2 – Времена группы Passive

Вид, время	Indefinite <i>Неопределенное</i>	Continuous <i>Длительное</i>	Perfect <i>Совершенное</i>	Perfect Continuous
1	2	3	4	5
	to be (am, is, are, was, were, ..) + III-я форма (-ed форма)			
Present <i>Настоящее</i>	I + am III he, she, it + is III we, you, they + are III	I + am being III he, she, it + is being III we, you, they + are being III	we, you, they + have been III he, she, it + has been III	
Пример	I am asked	I am being asked	I have been asked	
Past <i>Прошедшее</i>	I, he, she, it + was III we, you, they + were III	I, he, she, it + was being III we, you, they + were being III	I, he, she, it, we, you, they + had been III	
Пример	I was asked	I was being asked	I had been asked	

Продолжение таблицы 2

1	2	3	4	5
Future <i>Будущее</i>	I we + shall be III he, she, it, you, they + will be III	–	I, we + shall have been III he, she, it, you, they + will have been III	
Пример	I shall be asked		I shall have been asked	
Future in the Past <i>Будущее в прошедшем</i>	I, we + should be III he, she, you, they + would be III		I we + should have been III he, she, it, you, they + would have been III	
Пример	I should <i>be</i> asked		I should have been asked	

Неправильные глаголы

Infinitive	Past simple	Past participle	Перевод
be [bi:]	was [wɒz], were [wɜ:]	been [bi:n]	быть
beat [bi:t]	beat [bi:t]	beaten [ˈbi:tn]	бить
become [bi:kʌm]	became [bi:keim]	become [bi:kʌm]	становиться
begin [bi'gin]	began [bi'gæn]	begun [bi'gʌn]	начинать
bleed [bli:d]	bled [bled]	bled [bled]	кровоточить
blow [blou]	blew [blu:]	blown [bloun]	дуть
break [breik]	broke [brouk]	broken ['brouk(e)n]	ломать
bring [brɪŋ]	brought [brɔ:t]	brought [brɔ:t]	приносить
build [bild]	built [bilt]	built [bilt]	строить

Infinitive	Past simple	Past participle	Перевод
burn [bɜ:n]	burnt [bɜ:nt]	burnt [bɜ:nt]	гореть
burst [bɜ:st]	burst [bɜ:st]	burst [bɜ:st]	разразиться
buy [bai]	bought [bɔ:t]	bought [bɔ:t]	покупать
catch [kætʃ]	caught [kɔ:t]	caught [kɔ:t]	ловить, хватать
choose [tʃu:z]	chose [ʃəuz]	chosen [tʃəuz(ə)n]	выбирать
come [kʌm]	came [keim]	come [kʌm]	приходить
cost [cɔst]	cost [cɔst]	cost [cɔst]	стоять
creep [kri:p]	crept [krept]	crept [krept]	ползать
cut [kʌt]	cut [kʌt]	cut [kʌt]	резать
do [du:]	did [did]	done [dʌn]	делать
draw [drɔ:]	drew [dru:]	drawn [drɔ:n]	рисовать, тащить
dream [dri:m]	dreamt [dremt]	dreamt [dremt]	мечтать, дремать
drink [driŋk]	drank [dræŋk]	drunk [drʌŋk]	пить
drive [draiv]	drove [drouv]	driven ['drivn]	водить
eat [i:t]	ate [et]	eaten ['i:tn]	есть
fall [fɔ:l]	fell [fel]	fallen ['fɔ:lən]	падать
feed [fi:d]	fed [fed]	fed [fed]	кормить
feel [fi:l]	felt [felt]	felt [felt]	чувствовать
fight [fait]	fought [fɔ:t]	fought [fɔ:t]	бороться
find [faɪnd]	found [faʊnd]	found [faʊnd]	находить
fit [fit]	fit [fit]	fit [fit]	подходить по размеру
fly [flai]	flew [flu:]	flown [floun]	летать
forget [fə'get]	forgot [fə'gɔt]	forgotten [fə'gɔt(ə)n]	забывать
forgive [fo'giv]	forgave [fo'geiv]	forgiven [fo'givn]	прощать
freeze [fri:z]	froze [frouz]	frozen ['frouzn]	замерзать
get [get]	got [gɔt]	got [gɔt]	получать

Infinitive	Past simple	Past participle	Перевод
give [giv]	gave [geiv]	given [givn]	давать
go [gou]	went [went]	gone [gɔn]	идти
grow [grou]	grew [gru:]	grown [groun]	расти
hang [hæŋ]	hung [hʌŋ]	hung [hʌŋ]	вешать
have [hæv]	had [hæd]	had [hæd]	иметь
hear [hiə]	heard [hɜ:d]	heard [hɜ:d]	слышать
hide [haid]	hid [hid]	hidden ['hidn]	прятать
hit [hit]	hit [hit]	hit [hit]	попадать в цель
hold [hould]	held [held]	held [held]	держать
hurt [hɜ:t]	hurt [hɜ:t]	hurt [hɜ:t]	ушибить
keep [ki:p]	kept [kept]	kept [kept]	содержать
kneel [ni:l]	knelt [nelt]	knelt [nelt]	стоять на коленях
know [nou]	knew [nju:]	known [noun]	знать
lay [lei]	laid [leid]	laid [leid]	класть
lead [li:d]	led [led]	led [led]	вести
lean [li:n]	leant [lent]	leant [lent]	наклоняться
learn [lɜ:n]	learnt [lɜ:nt]	learnt [lɜ:nt]	учить
leave [li:v]	left [left]	left [left]	оставлять
lend [lend]	lent [lent]	lent [lent]	занимать
let [let]	let [let]	let [let]	позволять
lie [lai]	lay [lei]	lain [lein]	лежать
light [lait]	lit [lit]	lit [lit]	освещать
lose [lu:z]	lost [lɔst]	lost [lɔst]	терять
make [meik]	made [meid]	made [meid]	производить
mean [mi:n]	meant [ment]	meant [ment]	значить
meet [mi:t]	met [met]	met [met]	встречать
mistake [mis'teik]	mistook [mis'tuk]	mistaken [mis'teik(e)n]	ошибаться
pay [pei]	paid [peid]	paid [peid]	платить
prove [pru:v]	proved [pru:vd]	proven [pru:vn]	доказывать

Infinitive	Past simple	Past participle	Перевод
put [put]	put [put]	put [put]	положить
quit [kwit]	quit [kwit]	quit [kwit]	выходить
read [ri:d]	read [red]	read [red]	читать
ride [raid]	rode [roud]	ridden ['ridn]	ездить верхом
ring [riŋ]	rang [ræŋ]	rung [rʌŋ]	звенеть
rise [raiz]	rose [rouz]	risen ['rizn]	подниматься
run [rʌŋ]	ran [ræŋ]	run [rʌŋ]	бежать
say [sei]	said [sed]	said [sed]	говорить
see [si:]	saw [sɔ:]	seen [si:n]	видеть
seek [si:k]	sought [sɔ:t]	sought [sɔ:t]	искать
sell [sel]	sold [sould]	sold [sould]	продавать
send [send]	sent [sent]	sent [sent]	посылать
set [set]	set [set]	set [set]	ставить
sew [sou]	sewed [soud]	sewn [soun]	шить
shake [ʃeik]	shook [ʃuk]	shaken ['ʃeik(ə)n]	встряхивать
show [ʃəu]	showed [ʃəud]	shown [ʃəun]	показывать
shrink [ʃriŋk]	shrank [ʃræŋk]	shrunk [ʃrʌŋk]	уменьшать
shut [ʃʌt]	shut [ʃʌt]	shut [ʃʌt]	закрывать
sing [siŋ]	sang [sæŋ]	sung [sʌŋ]	петь
sink [siŋk]	sank [sæŋk], sunk [sʌŋk]	sunk [sʌŋk]	тонуть
sit [sit]	sat [sæt]	sat [sæt]	сидеть
sleep [sli:p]	slept [slept]	slept [slept]	спать
slide [slaid]	slid [slid]	slid [slid]	скользить
sow [sou]	sowed [soud]	sown [soun]	сеять
speak [spi:k]	spoke [spouk]	spoken ['spouk(e)n]	говорить
spell [spel]	spelt [spelt]	spelt [spelt]	произносить по буквам
spend [spend]	spent [spent]	spent [spent]	тратить

Infinitive	Past simple	Past participle	Перевод
spill [spɪl]	spilt [spɪlt]	spilt [spɪlt]	проливать
spoil [spɔɪl]	spoilt [spɔɪlt]	spoilt [spɔɪlt]	портить
spread [sprɛd]	spread [sprɛd]	spread [sprɛd]	расстилать
spring [sprɪŋ]	sprang [spræŋ]	sprung [sprʌŋ]	прыгать
stand [stænd]	stood [stu:d]	stood [stu:d]	стоять
steal [sti:l]	stole [stouɫ]	stolen ['stəʊlən]	красть
stick [stɪk]	stuck [stʌk]	stuck [stʌk]	колоть
sting [stɪŋ]	stung [stʌŋ]	stung [stʌŋ]	жалить
sweep [swi:p]	swept [swɛpt]	swept [swɛpt]	выметать
swell [swel]	swelled [swɛld]	swollen ['swouɫ(e)n]	разбухать
swim [swɪm]	swam [swɛm]	swum [swʌm]	плавать
swing [swɪŋ]	swung [swʌŋ]	swung [swʌŋ]	качать
take [teɪk]	took [tu:k]	taken ['teɪk(ə)n]	брать, взять
teach [ti:tʃ]	taught [tɔ:t]	taught [tɔ:t]	учить
tear [tɛə]	tore [tɔ:]	torn [tɔ:n]	рвать
tell [tel]	told [tould]	told [tould]	рассказывать
think [θɪŋk]	thought [θɔ:t]	thought [θɔ:t]	думать
throw [θrəʊ]	threw [θru:]	thrown [θrəʊn]	бросать
understand [ʌndə'stænd]	understood [ʌndə'stʊd]	understood [ʌndə'stʊd]	понимать
wake [weɪk]	woke [wouk]	woken ['wouk(e)n]	просыпаться
wear [weə]	wore [wɔ:]	worn [wɔ:n]	носить
weep [wi:p]	wept [wɛpt]	wept [wɛpt]	плакать
wet [wet]	wet [wet]	wet [wet]	мочить
win [wɪn]	won [wʌn]	won [wʌn]	выигрывать
wind [waɪnd]	wound [waʊnd]	wound [waʊnd]	извиваться
write [raɪt]	wrote [rout]	written ['rɪtn]	писать

Таблица 3 – Модальные глаголы

Модальный глагол и его эквивалент	Выражает	Present	Past	Future
Чисто модальные глаголы (4) и их эквиваленты (2)				
Can [kən] to be able (to)	Мочь, уметь, быть в состоянии	Can am/is/are able (to)	Could was/were able (to)	shall/ will be able (to)
may [meɪ] to be allowed (to)	мочь, иметь разрешение	May am/is/are able (to)	might was/were able (to)	shall/ will be able (to)
must [mʌst]	быть долж- ным	must	–	–
ought (to) [ɔ:t]	следует, следовало бы	ought (to)	–	–
Эквиваленты глаголов долженствования (must, ought, shall, should) – 2				
to have (to) [həv]	<i>вынужден, приходится</i>	have/has (to)	had (to)	shall/will have (to)
to be (to) [bi]	должен (по плану)	am/is/are (to)	was/were (to)	–
Многофункциональные глаголы в роли модальных (6)				
shall [ʃəl]	обязан, должен	–	–	shall
should [ʃʊd]	следует, следовало бы	should	–	–
will [wɪl]	желать,			will [wɪl]
would [wʊd]	желать; ве- роятно; бы- вало	–	would	–
need [ni:d]	нуждаться	need	–	–
dare [deɪ]	смечь	dare	dared	–

Исчисляемые и неисчисляемые существительные

Uncountable	Countable	Uncountable	Countable
violence	attack	advice	recommendation
research	academic	automation	machine
	paper		
equipment	device	evidence	clue
body language	gesture	homework	assignment
work/ labour	job	jargon	technical term
knowledge	fact	significance	meaning
progress	improvement	software	program
	course		
training/ education		transport/ transportation	vehicle
travel	journey	trouble	problem
vocabulary	word	staff/ workforce	employee
availability	supply	destruction	collapse
communication	conversation	land/ property	estate
money	fee/ charge	finance	loan
intelligence	mind/ brain	legislation	law
maintenance	repair	military	army
thinking	notion/ idea	technology	gadget
status	position		

Прямая речь

Present Indefinite
He said, "I go to school."

Present Continuous
He said, "I am going to school."

Косвенная речь

Past Indefinite
He said (that) he went to school.

Past Continuous
He said (that) he was going to school.

Прямая речь

Past Indefinite

He said, "I went to school."

Present Perfect

He said, "I have gone to school."

Past Continuous

He said, "I was going to school."

Present Perfect Continuous

He said, "I have been going to school."

Косвенная речь

Past Perfect

He said (that) he had gone to school.

Past Perfect

He said (that) he had gone to school.

Perfect Continuous

He said (that) he had been going to school.

Past Perfect Continuous

He said (that) he had been going to school.

Таблица 4 – Образование множественного числа

Окончания		Примеры		Исключения
Большинство слов	-s	apple	apples	
После	-s -x -o -sh -ch	-es	dress fox potato dish match	pianos photos zoos
После	-f/-fe	-ves	leaf	handkerchiefs roofs safes
После согласная + у	-ies	city	cities	
После гласная + у	-s	day	days	
Особые случаи		man woman child tooth foot goose mouse ox sheep fish	men women children teeth feet geese mice oxen sheep fish	

Таблица 5 – Степени сравнения наречий

Первая степень	Вторая степень	Третья степень
Простые наречия, образующие степень сравнения при помощи суффиксов «-er» и «the...»		
fast – быстро	faster – быстрее	(the) fastest – быстрее всего
hard – упорно	harder – упорнее	(the) hardest – упорней всех
soon – скоро	sooner – скорее	(the) soonest – скорее всего
Наречия, образованные от прилагательных при помощи суффикса «-ly»		
clearly – ясно	more clearly – яснее	(the) most clearly – яснее всего
quickly – быстро	more quickly – быстрее	(the) most quickly – быстрее всего
carefully – осторожно	more carefully – осторожнее	(the) most carefully – осторожней всего
Наречия, которые являются исключениями		
well – хорошо	better – лучше	(the) best – лучше всех
badly – плохо	worse – хуже	(the) worst – хуже всех
much – много	more – больше	(the) most – больше всех
little – мало	less – меньше	(the) least – меньше всех
far – далеко	farther – дальше	(the) farthest – дальше всех

Таблица 6 – Степени сравнения прилагательных

Прилагательные		Сравнительная форма	Превосходная форма
1		2	3
		...+ -er	the...+ -est
1. Прилагательные состоящие из одного слога и двусложные с окончаниями -y, -er, -ow, -le	Large – большой	larger – больше	the largest – самый большой
	old – старый	older – старше	the oldest – самый старый
	brave	braver	the bravest
	clever – умный	cleverer – умнее	the cleverest – самый умный

Продолжение таблицы 6

1	2	3	4
2. В коротких словах конечная согласная удваивается	sad hot fat – толстый big – большой	sadder hotter fatter – толще bigger – больше	the saddest the hottest the fattest – самый толстый the biggest – самый большой
3. Окончание Y меняется в сравнительной и превосходной степенях на i+ER/EST	happy easy – легкий busy	happier easier – легче busier	the happiest the easiest – самый легкий the busiest
4. Для прилагательных состоящие из 2ух и 3х слогов	beautiful – красивый interesting – интересный	more + ...	the most + ...
		more beautiful – более красивый more interesting – более интересный	the most beautiful – самый красивый the most interesting – самый интересный
5. Прилагательные, которые образуют степени сравнения не по общему правилу	good – хороший bad – плохой old – старый far – далекий little – маленький	better – лучше worse – хуже older – старшая elder farther – дальше further less – меньше	the best – самый лучший the worst – самый плохой the oldest – самый старший the eldest – the farthest – самый далекий the furthest – the least – самый маленький

Продолжение таблицы 6

1	2	3	4
6. Для прилагательным оканчивающимся на букву E	nice – красивый	...+ -r	the...+ -st
	fine large	nicer – красивее finer larger	the nicest – самый красивый the finest the largest

Числительные

Первого десятка		Второго порядка	Десятки	Многозначные числа
<i>количественные</i>	<i>порядковые</i>	<i>количественные</i>		
I one	(the) first	11 eleven	10 ten	I one
2 two	(the) second	12 twelve	20 twenty	2 two
3 three	(the) third	13 thirteen	30 thirty	3 three
4 four	(the) fourth	14 fourteen	40 forty	4 four
5 five	(the) fifth	15 fifteen	50 fifty	5 five
6 six	(the) sixth	16 sixteen	60 sixty	6 six
7 seven	(the) seventh	17 seventeen	70 seventy	7 seven
8 eight	(the) eighth	18 eighteen	80 eighty	8 eight
9 nine	(the) ninth	19 nineteen	90 ninety	9 nine
10 ten	(the)tenth			10 ten

Таблица 7 – Применение союзов

Союз	Перевод	Пример
also	тоже	I love in this house, he also lives here
and	и а	You and I are busy You are busy and I am free
as	как	As you know I live in Sain-Petersburg
	так как	As he was busy he coildn't come.
	когда	As I spoke to him, he was silent
	в качестве	He works as an engineer
as ... as	также ... как	I am as bussy as you are
as far as	насколько	As far as I know he is an engineer
as long as	до тех пор пока ...	As long as I stay here we'll often meet
as soon as	как только	I'll rung you as soon as I am free
as well as	(а так же) и	This book is useful as well as interesting
because	потому что	I have come here because I wanted to help you
because of	из-за	I was late for the concert because of you
both ... and	как ... так и	Both students and teachers were present at the meeting
but	но кроме	He invited me but I was busy I know all these words but one
either ... or	или ... или	In the evening I'll either work at home or at the library
however	однако	He lost his book, but he found it however next day
	как бы ни	However bussy I may be, I'll help you
if	если	If I see him I'll speak to him

Предлоги места**Предлоги времени**

in	в	at	в
inside	внутри	in	в, через
at	у	by	к
on	на	on	в, по
in front of	перед	till	до
behind	позади	until	до
between	между	since	с
beside	рядом, возле	for	на, в течение
near	около, вблизи	between	между
through [θru:]	сквозь, через	during	во время
against	к, на	before	до
under	под	after	после
across	через	through	с ... до вклю- чительно
round	вокруг	to	к, в
by	у, около	into	в
above	над	out of	из
below	ниже	from	от
over	над, за, через	towards [to:dz]	к
		across	через
		along	по, вдоль
		up	на, вверх
		down	с, вниз
		onto	на
		off	

Таблица 8 – Личные и возвратные местоимения

Ли- цо	Единственное число		Множественное число			
	Личные местоимения	Возвратные местоимения	Личные местоимения	Возвратные местоимения		
1	I	my-self	себя, себе, со- бой, сам, сама, само	we	ourselves	себя, себе, со- бой, сами
2	you	you-self		you	you-selves	
3	he	him-self		they	them-selves	
	she	her-self				
	it	itself				

Таблица 9 – Личные и притяжательные местоимения

Личное местоимение	Притяжательное местоимение	
	присоединяемая форма	абсолютная форма
I	ту (мой, моя, мое, мои)	mine
he	his (его)	his
she	her (ее)	hers
it	its (его, ее)	–
we	our (наш, наша, наше, наши)	ours
you	your (ваш, ваша, ваше, ваши)	yours
they	their (их)	theirs

Таблица 10 – Указательные местоимения

Место расположения	Единственное число	Множественное число
близко	this (это)	these (эти)
далеко	that (то)	those (те)

Text 1. SOLUTIONS TO ABATE AND REVERSE BEE DECLINES. ECOLOGICAL FARMING

There are several known factors causing declines in wild bees including: habitat loss and lack of wild flowers on farms due to industrial farming methods; use of synthetic chemical pesticides on industrially managed farms that kill or harm bees; diseases and parasites; and impacts of climate change.

Workable solutions to the first two problems include the implementation of ecological farming and, within this, the conservation and restoration of semi-natural habitat on farms and within agricultural landscapes.

Farming without synthetic chemical pesticides and with ecological pest control is possible: Ecological farming does not use synthetic chemical pesticides. Instead, measures are employed to enhance ecological pest control. This includes the encouragement of natural enemies such as ladybirds, lacewings, certain beetles, spiders and parasitoids that prey on crop pests. Some scientific studies have shown that natural enemies can suppress insect pests on crops, thereby providing a means of natural pest control.

Scientific study has also shown that the diversity and abundance of natural enemies are enhanced on organic farms. Farming landscapes that are more heterogeneous and diverse, consisting of small-scale fields and mosaics of semi-natural habitat, support greater numbers of natural enemies and hold the greatest potential for natural pest control. Conversely, the simplified farming landscapes with little semi-natural habitat that are typical of intensive industrial farming do not favour natural enemies. Further, the use of synthetic chemical pesticides can kill these beneficial species.

Ecological farming, which includes some methods of organic farming, relies on ecological pest control and draws on modern science for plant breeding techniques, for instance, marker assisted breeding for seed development. It encompasses functional agrobiodiversity (FAB). Functional agrobiodiversity (FAB) is a term that refers to those elements of biodiversity, on the scale of agri-

cultural fields or whole landscapes, which provide ecosystem services that support sustainable agricultural production and can also deliver benefits to the regional and global environment, and to the public at large. As a concept, it is entirely compatible with eco-agriculture. FAB utilises science-based strategies and, as a concept, can be incorporated into organic and sustainable agriculture systems. Successful implementation of FAB has included the development of seed mixes of wildflowers that are sown alongside or within crops to provide resources of floral pollen and nectar for bees. Seed mixes have also been developed that are tailored to enhance natural enemies and which are grown alongside crops.

An example of this is the scientific development of wild flower seed mixes that are specifically tailored to meet the requirements of bees and of species that help in pest control (natural enemies). All of these "solutions" that fall under the auspices of ecological farming are applicable to farming in Europe. The recent increase in organic farming practices in Europe demonstrates that farming without pesticides is entirely feasible, economically profitable, and environmentally safe.

Ecological farming ensures healthy farming and healthy food for today and tomorrow, by protecting soil, water and climate, promotes biodiversity, and does not contaminate the environment with chemical inputs or genetically modified organisms.

The benefits of ecological farming include:

1. Giving communities the ability to feed themselves, and ensuring a future of healthy farming and healthy food for all people.
2. Protecting soils from erosion and degradation, increasing soil fertility, conserving water and natural habitat, and reducing emissions of greenhouse gases.
3. Ecological farming is both a climate change mitigation and adaptation strategy. Ecological farming can provide large-scale carbon sinks and offers many other options for mitigation of climate change. In addition, farming with biodiversity is the most effective strategy to adapt agriculture to future climatic conditions.

A mix of different crops and varieties in one field is a proven and highly reliable farming method to increase resilience to erratic weather patterns.

4. Ecological farming both relies upon and protects nature by taking advantage of natural goods and services, such as biodiversity, nutrient cycling, soil regeneration and natural enemies of pests, and integrating these natural goods into agro-ecological systems that ensure food for all now and in the future.

Thesaurus

habitat loss – лишение места обитания

chemical pesticides – химические пестициды

climate change – изменение климата

solution – решение

ladybird – божья коровка

suppress – пресекать, сдерживать

to enhance – увеличивать

small-scale field – небольшие фермы

favour – расположение

pest control – контроль за вредителями

encompass – окружать

science-based strategies – научные стратегии

seed mixes – смесь семян

to tailor – изготавливать

auspices – покровительство

feasible – реальный, выполнимый

soil – почва

soil fertility – плодородие почв

soil regeneration – регенерация почв

emission of greenhouse gasses – выпуск парниковых газов

mitigation – смягчение, уменьшение

proven method – доказанный метод

Match the words with the definitions:

1	pesticides	a	to make a law, system, plan, etc start to happen or operate
2	implementation	b	when many different types of things or people are included in something
3	diversity	c	helpful or useful
4	beneficial	d	the natural environment of an animal or plant
5	sustainable	e	to keep someone or something safe from something dangerous or bad
6	benefits	f	a chemical that is used to kill insects which damage plants
7	habitat	g	to make certain that something is done or happens
8	protect	h	able to continue over a period of time
9	ensure	i	something that helps you or gives you an advantage

Questions

1. What are the factors that cause decline in wild bees?
2. What is the solution to the habitat loss problem?
3. Do you know some natural enemies of pests?
4. What is FAB?
5. Is ecological farming important in our region?
6. What aspects can ecological farming ensure?
7. Is mix of different crops and varieties in one field a proven method?
8. Does ecological farming protect nature?
9. Do you appreciate this scientific research?
10. What provides healthy agriculture and healthy eating?
11. Would you like to study more about organic farming and agro- biodiversity?

Grammar development

Present Simple vs Present Perfect (Active). Find the examples in the text and explain the difference.

Text 2. GREAT AGRARIAN EVENTS IN KRASNODAR KRAI

A. Thanks to space!

The situation on the agricultural fields of Korenovsky district is now being tracked from the sky.

Area, the current state of the soil, crop rotation history, level of humidity, temperature and daily biomass growth – all this satellite monitoring information allows not only to control the condition of each are of fertile land, but also to evaluate the effectiveness of its use. The data of monitoring system will be used when calculating government subsidies to farmers.

Farm managers themselves will be able to track the condition of their fields using satellite monitoring in the near future. For this, they will have access to the Internet portal of United Center of remote satellite monitoring of the Krasnodar region.

According to the Ministry of Agriculture and Processing Industry of the Krasnodar Region, the launch of the system is a huge step in creating a new model of precision farming in Kuban.

B. Farmers Get Help from Space.

The first national Centre for remote satellite monitoring has played host to a meeting of agricultural experts.

The satellite monitoring system enables the specialists to control the situation with crops and coordinate the agricultural work performed on each field. Currently the task is to meet the deadline for the sowing campaign with the help of modern technologies. The Centre has been collecting all information on the region's fields starting from 1991. The level of crop yield is known to rise by 15–20 % on average in case a farm uses the satellite monitoring technique. According to the forecasts, use of information technologies in agricultural sector will help increase its share in the regional gross product to 22 % by 2016.

C. Vegetables to Be Mass Produced.

Krasnodar krai plans to raise the production of vegetables up to 800,000 tons a year. The goal is reportedly to be achieved by expanding the area of the land under vegetables, stated the regional Commission on stable development of economy and social stability.

The task to increase the production volumes of fruits and vegetables is currently the most important one for the regional agricultural complex. This task has become a challenge under the current import substitution economic policy. Among the major projects whose construction is underway, the Commission distinguished the greenhouse for berries and vegetables in Belorechensk rayon (annual production capacity – 5,000 tons) and the second turn of greenhouses for round-the-year growing of vegetables and herbs in Dinskoi rayon built with the use of energy-saving technologies (annual output – about 70,000 tons).

D. Trout Producer Wants to Grasp Situation.

The scientists are breeding new species of trout in Sochi. It may help start a year-round production of red spawn.

It was the management of the local trout-raising farm that got the idea of expanding its fish production. The farm in Adler is the only Russian enterprise engaged in deliveries of trout fries and eyed eggs to other fish-factories throughout Russia. Under current conditions of sanctions and falling ruble, the farm has been receiving a number of orders from the fish-factories. To satisfy the demand, the specialists want to grow a new breed of trout that will spawn earlier than other breeds – in August. The market for early-spawning trout fries is vacant, so the farm means to take it up.

E. Krasnodar to Welcome Guests.

For the first time, the Kuban capital will soon play host to the AgroTour-2015 fair. On May 23, over 40 agrotourism objects will deploy their stands in Sobornaya Square. The event is targeted at major South Russia's tour operators, and residents and guests of

Krasnodar. According to the organizers of the fair, it is agrotourism that will let our guests better know the region's rich history and understand the traditions of the local ethnic communities.

F. There will be more vegetables.

JSC "Magnit" announced the expansion of the greenhouse complex in Plastunovskaya village. This will increase the supply of vegetables in the country's largest retail trade network. Thus, it is planned to build 40 hectares of industrial greenhouses, consisting of two blocks of 20 hectares each in 2014. The first of them will be completed in the autumn of 2014, while the second one – in the beginning of 2015. It is assumed that the capital expenditures will amount to 3.6 billion rubles.

Thesaurus

to track – следить

humidity – влажность

fertile land – плодородная земля

launch of the system – запуск системы

satellite – спутник

to play host – принимать гостей

deadline – предельный срок

forecast – прогноз

share – доля

rise up to ... – достичь уровня

expand – расширяться

stable development – стабильное развитие

challenge – вызов

import substitution – импортозамещение

to distinguish – попределять

greenhouse – теплица

annual production capacity – ежегодная производственная
мощность

annual output – ежегодный выпуск

trout – форель

red spawn – красная икра

to spawn – метать икру

play host – принимать гостей

JSC – акционерная компания, акционерное общество

Match the words with the definitions:

1	humidity	a	the total amount of money that a government or person spends
2	satellite	b	usual and like the most common type
3	condition	c	to increase in size or amount, or to make something increase
4	average	d	a measurement of how much water there is in the air
5	increase	e	the state that something or someone is in
6	production	f	the result of the company for the production of any - or products and services provided by industrial
7	production volumes	g	when you make or grow something
8	expanding	h	a piece of equipment that is sent into space around the Earth to receive and send signals or to collect information
9	expenditures	i	to get bigger or to make something bigger in size or amount

Questions

1. What information can one get from the satellite?
2. Who can be able to track the conditions of fields?
3. What are the plans of Krasnodar krai in the production of vegetables?
4. What is the most important task for the regional agricultural complex?
5. Where do scientists breed new species of trout?

6. Do the farms receive orders from fish factories?
7. What is Plastunovskaya village famous for?
8. The local trout-raising farm expands its fish production, doesn't it?

Grammar development

Present Continuous Active vs Present Continuous Passive.
Find the examples in the text and explain the difference.

Text 3. HOW “*BONDUELLE*” KEEPS FERTILITY AND RICHNESS OF KUBAN LAND

Bonduelle, a worldwide known company, provides its customers with high-quality products – and also step by step introduces advanced agricultural methods.

In our previous publications, we wrote of Bonduelle Kuban's social investments and their close connections with technological aspects and investment in human resources. Now we are focusing on the land and the people. We want to tell how a large agro-industrial complex is shaping environmental-friendly agriculture and how it affects the formation of new farming standards.

Bonduelle Kuban manages about 10,000 ha of leased land.

“Thankful to the Kuban land, Bonduelle may guarantee the profitability of its business,” states Sergei Kovalev, Managing Director of the group of companies that includes two factories and a farm. “Our company means to be successful. And it means that the land must remain an efficient asset. To achieve it, one has not only to take, but also to give it – in the form of mineral and organic additives in the first place.

The Company studies the possibility of the use of additional land, but it is extremely hard to do it – for all good land plots have already been distributed and efficiently used by agrarians.

That is why, says Andrei Zhuravel, Partnership Development Manager, they count on the partnering farms that own adequate

land plots. It is very important to expand this type of cooperation – for the production facilities of the two factories exceed the yield of the Company’s farm.

Now the Company’s partners – additionally to its own 10,000 ha – cultivate another 1,500 ha.

Concern for the land is embodied in a number of different formats. Say, now Bonduelle has applied the Strip-Till land cultivation technology – as a result, the ploughed fields look striped, like a zebra.

“Thereby we can minimize the soil erosion and don’t harm it,” Jean-Michel Besse, Managing Agronomist, is quoted as saying. “It is very important, for even a harvester combine rams the soil less than a truck that follows it may do”.

Bonduelle is doing an honest, transparent and profitable business – and it makes its partners get used to it. Thus all become the gainers. And the use of modern environmental-friendly technologies and orientation at the world’s best standards guarantees that the Kuban land will remain fertile for long.

Thesaurus

advanced agricultural methods – современные сельскохозяйственные методы

human resources – трудовые ресурсы

environmental-friendly agriculture – сельское хозяйство благоприятно действующее на окружающую среду

leased land – арендованные земли

land plot – надел земли

to plough – обрабатывать землю плугом

ram – уплотнять землю

profitable business – доходный бизнес

high-quality products – продукты высокого качества

advanced agricultural methods – современные методы сельского хозяйства

efficient asset – эффективный актив

organic additives – органические добавки

additional land – дополнительные участки земли

plots – участки
embodied – воплощено
soil – почва
gainers – лидеры
environmental-friendly technologies – экологически-содру-
жеские технологии

Match the words with the definitions:

1	method	a	a chance that something might exist, happen, or be true: the state or fact of being possible
2	investment	b	honest and open: not secretive
3	standard	c	property or another possession acquired for future financial return or benefit
4	profitability	d	a situation in which people work together to do something
5	possibility	e	a way of doing something
6	cooperation	f	a level of quality, achievement, etc., that is considered acceptable or desirable
7	transparent (business)	g	products that are environmentally friendly do not harm the environment when they are made or when you use them
8	environmental-friendly technologies	h	the state or condition of yielding a financial profit or gain. It is often measured by price to earnings ratio
9	guarantee	i	the application of this knowledge for practical ends
10	technology	j	bearing or capable of bearing offspring
11	profitable business	k	a promise or assurance, especially one in writing, that something is of specified quality, content, benefit
12	fertile	l	business that brings gain

Questions

1. What facts do you know about Bonduelle? What does it produce?
2. Does company introduce advanced agricultural methods?
3. What is the guarantee of the profitability of this business?
4. Which company is one of the most famous in Kuban land?
5. How many ha does Bonduelle control?
6. Is Bonduelle a profitable company?
7. Does Bonduelle aim to use more land or no?
8. Why do the ploughed fields look like a zebra?

Grammar development

Find in the text the use of definite article with the names of persons.

Text 4. LIVESTOCK BREEDING HITS IMPORTS

The regional authorities' import replacement plans in agriculture include own production of seeds and livestock breeding, support of vegetable growing and fish industry, and construction of logistics centres. Milk production was half as much again as in 2013; other branches also showed positive dynamics. All tasks set before the agrarians were fulfilled; and some positions even surpassed the expectations – the volume of agrarian products grew by 11 % reaching 290 billion rubles.

At the same time, the Kuban agrarians find themselves to face some problems in selective breeding. Kuban scientists do much to get successful results. The situation is to be improved after a new seed-growing zone is opened in Otradnensky, Uspensky and Mostovskoi rayons. On the other hand, the livestock sector began to invest in breeding in 2014. the Kuban Agrarian Holding spent 14 million rubles for the development of its selection centre. The farmers' task was to get 1,200 embryos from Holstein cattle and transplant them to Ayrshire cows.

Another problem the regional agrarians are facing is lack of fish processing facilities. It may be resolved by construction of a joint ventures – probably with investors.

Our agrarians monitor the prices at local markets on a daily basis. In most cases, the price rises were well-grounded – the costs of manufacture grew after the cost of the imported raw materials, packaging, etc. went up due to ruble downfall. But still there is a way not to overprice the goods – by organizing the so-called ‘weekend fairs’ selling locally made products with a markup of no more than 10 %. The region’s authorities are taking ‘unprecedented measures’ to retain the prices of the socially significant products at today’s level.

Thesaurus

milk production – производство молока
surpass – превышать
volume of agrarian products – объём сельскохозяйственной продукции
selective breeding – селективное животноводство
resolve – решать
raw materials – сырьё
weekend fair – ярмарка выходного дня
markup – торговая надбавка
import replacement plans – планы по импортозамещению
production of seeds – производство семян
logistics centres – логистические центры
fish industry – рыбная промышленность
surpass the expectations – превзойти ожидания
joint venture – совместное предприятие
packaging – упаковка
overprice the goods – завышать стоимость товаров
unprecedented measures – беспрецедентные меры

Match the words with the definitions:

1	devoted	a	a limited part of a larger or more complex unit or system
2	branch	b	to commit (money or capital) in order to gain a financial return
3	achievement	c	to give or apply (one's time, attention, or self, for example) entirely to a particular activity, pursuit, cause, or person
4	invest	d	something that has been done or achieved through effort : a result of hard work
5	agrarian	e	clients and customers who will buy a product in the region or area in which it is produced
6	local market	f	relating to the cultivation of land; agricultural
7	manufacture	g	the process of making products especially with machines in factories

Questions

1. What do you know about import replacement in agriculture?
2. Did the Kuban Agrarian Holding support the development of its selection centre?
3. What are the ways of resolving the lack of fish processing facilities?
4. Ministry of agriculture monitors the prices at local markets, doesn't it?

Grammar development

Try to denote in the text countable and uncountable nouns.

Text 5. WARDENS OF KUBAN LAND

The Bonduelle Group of Companies is giving a good example of care of each hectare of its lands.

Care of land may be exercised by a number of different formats. For instance, Bonduelle applies the so-called Strip-Till, a special striped tillage technology, indispensable as protection means against soil erosion (a very important factor for the windy Kuban climate). The soil's upper layers often move, which presents the main danger, for they are the richest part of the soil. The use of the Strip-Till technology guarantees integrity of the land and naturalness of the soil.

According to Sergei Kovalev, Bonduelle Russia's Managing Director, there are three key factors that ensure success of a company's business. The first factor is to endeavour to guarantee maximum possible fertility of the soil; the second one is to use most advanced technologies; and the third one is irrigation, or availability of water.

The water problem is a strategic issue for the Kuban region, as it is for Russia and the world on the whole. Freshwater is gradually becoming the most valuable resource on the Earth. Naturally, this factor remains very important for the agricultural development. As for the Bonduelle, the main goal of the agricultural activity planning it applies is to minimize the expenditure of water. This is one of the missions for a company that fully acknowledges the strategic value of water.

“What is agriculture? It is work on the land that feeds the humankind and therefore deserves peculiar attention,” Mr. Kovalev was quoted as reasoning on the issue. “Besides, care of land today means humankind's life quality tomorrow. The global population increases drastically, which imposes additional responsibility on the farmers. If we want to have ecologically pure food products on our tables, we shall take more care of the land. If we preserve the health of the land, it will keep on feeding us.”

Thesaurus

care of land may be exercised – уход за землей может быть осуществлен

upper layers – верхние слои

main danger – основная опасность

naturalness – натуральность

strategic issue – стратегический вопрос

valuable resource – ценный ресурс

acknowledges – признание

increases drastically – резкое возрастание

Match the words with the definitions:

1	integrity	a	the main factors
2	key factors	b	adherence to moral and ethical principles, soundness of moral character, honesty
3	freshwater	c	human beings collectively, the human race
4	humankind	d	the state or fact of being responsible, answerable, or accountable for something within one's power, control, or management
5	responsibility	e	clean and natural water

Questions

1. Which company provides a good example of how to monitor the land?
2. What technologies can be used for cultivation?
3. The water problem is a key factor, isn't it?
4. What do we do to save our lands?

Grammar development

Find in the text the countable nouns in the singular and in the plural form. Remember: in some nouns the plural form doesn't differ from the singular.

Text 6. “APPLE & PEAR-TREES ARE A-BLOOMING...”

Food security is known to be announced a key issue of the regional government’s policy. How is it being resolved?

Let us start with seed-farming – a very vulnerable sector of the national agriculture since the introduction of embargoes against Russian companies.

For the time being, most seeds of sunflower and vegetable cultures are being delivered by foreign manufacturers. For instance, 90 % of sugar-beet seeds are imported – there are no domestic producers, mainly due to the fact that a full technological selection cycle lasts for 4 years. So the seeds are coming from Italy, France, Holland, Belgium and the USA.

Today the Kuban region fully provides itself with seeds of many cereal crops – wheat, barley and rice. The rest continues to come from abroad – and this is a national problem: Russia urgently needs adoption of a law on seed-farming.

The Kuban region is not able to cover its own demand in dairy products. A yearly standard is 320 l per person – and the local farms produce only 260 l (this year, the forecast per capita production is to rise up to 280 l).

Some big cattle-breeding farms are being reportedly reanimated in the region. The purpose is to increase the head of milch cattle. A possible alternative is to try and solve the problem technologically – by increasing the yield of milk per cow.

For instance, the Rodina farm, Kanevsky rayon, has increased the yield up to 11.7 tons per cow a year – twice the region’s average figure.

Gardening has made serious progress during the last years. The most vivid example is the Dalneye farm, Leningradsky rayon, with 600 ha of new orchard planted, two 24-ton fridges built, and more than 20,000 tons of fruits gathered.

Currently, the following three local producers of fruits and berries are included into the national top list of 5 biggest producers: Sad Gigant, Svetlogorskoe and Agronom farms.

Viticulture is another sector that shows spectacular advancement. For instance, more than 66 ha of new vineyards are currently being planted in the village of Yubileiny, Temriuk rayon. Viticulture has been spread to some areas where grapevine was not grown before – in the Yeisk, Kanevsky, Primorsko-Akhtarsk, and Timashevsk rayons.

Thesaurus

food security – продовольственная безопасность
 seed-farming – семеноводство
 vulnerable – уязвимый, незащищенный
 sunflower – подсолнух
 sugar-beet seeds – семена сахарной свеклы
 cereal crops – зерновые культуры
 wheat – пшеница, зерно
 barley – ячмень
 rice – рис
 adoption of a law – принятие закона
 dairy products – молочные продукты
 milch cattle – молочная порода крупного рогатого скота
 average figure – средний показатель
 viticulture – виноградарство, виноделие
 vineyards – виноградники

Match the words with the definitions:

1	manufacturer	a	a person who creates economic value, or produces goods and services
2	forecast	b	entity that makes a good through a process involving raw materials, components, or assemblies, usually on a large scale with different operations divided among different workers
3	alternative	c	to supply or produce something positive such as a profit, an amount of food or information

4	yield	d	a possible or remaining course or choice
5	orchard	e	to say that (something) will happen in the future: to predict (something, such as weather) after looking at the information that is available
6	producers	f	an area of land devoted to the cultivation of fruit or nut trees

Questions

1. What is the key issue of the regional government's policy?
2. From which countries do the seeds come?
3. What is the annual standart of milk in liters per person?
4. How much has the yield increased?
5. What local agrarian companies are included into the national top list 5 biggest producers?

Grammar development

Find in the text cardinal numerals and compare them with ordinal numbers.

Text 7. KUBAN ARMS ITSELF WITH BIOTECHNOLOGIES

Krasnodar has played host to a regular regional session of practical consulting. Its task was to render consulting support to gifted entrepreneurs, so that they could get necessary knowledge 'on the site.' A specific feature of such sessions is that its organizers take into account the geographical, social and business aspects of Kuban region. Kuban is known to be one of the key Russian agro-industrial regions, that is why it is so important to take into consideration the importance of the use of innovations in agriculture. As a consequence, among more than 100 registered participants of the session were both business people and young scholars

that develop biotechnological projects for the agro-industrial complex. “Bearing in mind the contemporary trend of fast development of innovation technologies, such specialized educational programs are becoming ever more timely,” regional Minister for Economy Igor Galas was quoted as commenting on the issue.

Thesaurus

played host to – принимать
 take into account – учесть, принимать во внимание
 agro-industrial regions – агропромышленные регионы
 biotechnological projects – биотехнологические проекты
 agro-industrial complex – агропромышленный комплекс
 educational programs – образовательные программы

Match the words with the definitions:

1	consulting	a	facts, information, and skills acquired through experience or education; the theoretical or practical understanding of a subject
2	knowledge	b	a new idea, device, or method
3	innovation	c	providing professional or expert advice

Questions

1. What are the geographical, social and business aspects of our Kuban?
2. Fast development of the new technologies is the contemporary trend in agriculture, isn't it?
3. What is the significance of innovation in agriculture of Kuban?

Grammar development

Read the text and explain the use of definite and indefinite article.

Text 8. WINEMAKERS JOIN COOPERATIVE

The participants of a winemaking cooperative recently founded near Anapa plan to establish a wine cluster to produce 10 mln bottles of ‘signature wine’ annually.

According to RBC agency, 133 ha of vineyards have been planted in the framework of the new business. The land was let on lease by the Krasnodar region’s government. The cluster’s first winery has been built and the first lot of wine has been crafted. Reportedly, about 20 mn rubles have been invested in the project. The cooperative unites 40 farmers from Moscow, Yekateriburg, Tyumen, the Altai region, St. Petersburg and the Krasnodar region.

Thesaurus

to establish – создать

annually – ежегодно

let on lease – сдавать в аренду

Match the words with the definitions:

1	cooperative	a	to commit (money or capital) in order to gain a financial return
2	invest	b	a company owned and managed by the people who work in it

Questions

1. When was the winemaking cooperative established near Anapa?
2. How many bottles of wine are planned to produce annually?
3. The cooperative unites 40 farmers, doesn’t it?
4. How much money has been invested in this project?

Grammar development

The Present Perfect Passive. Write down sentences from the text, translate from English into Russian.

Text 9. EMMENTAL CHEESE MADE IN VYSELKI, KUBAN

The Agrokompleks agrarian corporation plans to begin the construction of its first cheese-making factory. With its annual producing capacity exceeding 16,000 tons, it will become one of Russia's biggest cheese producers and the biggest one in the southern regions of the country.

The new factory will produce first of all hard-pressed cheeses, including a number of high-end products of Maasdam, Emmental, etc. styles.

The production facilities will be constructed in the town of Vyselki, on the site of the presently upgraded dairy factory. After the reconstruction, the milk plant will be processing 550 tons of milk daily (compared with 300 tons now).

Thesaurus

cheese-making factory – сыродельный завод

upgraded dairy factory – модернизированный молочный завод

the milk plant – молокозавод

Match the words with the definitions:

1	produce	a	something (such as a building or large piece of equipment) that is built for a specific purpose
2	facility	b	to make (something) especially by using machines

Questions

1. Where will the production facilities be constructed?
2. What is the annual capacity of the new cheese-making factory?
3. What is the feature of the new cheese-making factory?
4. The milk plant will be processing 550 tons of milk daily, won't it?

Grammar development

Write down the sentences with the Future Simple. Explain its formation.

Text 10. SPACE ENSURES PAY RISE TO FARMERS

New space-information systems of efficient insurance of government-subsidized agricultural lands will be developed in the Kuban region according to an agreement on scientific, technical and industrial cooperation signed between the region's Ministry of Agriculture and the Scientific Industrial Trust Barl.

According to a Ministry spokesperson, the new system will be based on the data received from the existing systems of remote probing of lands and on-land researches. It will improve the efficiency of the use of the state subsidies in the agricultural sector.

First, the new space-information systems will be implemented in the framework of a pilot project. Then similar practice will be spread to a number of other Russian regions.

The main advantage of the idea is that the use of space technologies in agrarian insurance will contribute to the improvement of mutual trust between the insurers and farmers when settling the losses. Besides, the new systems will make it possible to swiftly react to the weather changes and take urgent measures to lessen their negative impact upon the harvest.

As a result, the hi-tech space support will help increase the resistance of agricultural productions to climatic changes and consequently growth of the yields.

By the way. In 2015, the total cost of milk, meat and other stock-raising products manufactured in the Krasnodar region exceeded. Now the situation is changing.

Thesaurus

agricultural lands – земли сельскохозяйственного назначения

ministry spokesperson – представитель министерства

implement – осуществлять, реализовывать

space technologies – космические технологии

mutual trust – взаимное доверие

swiftly react – оперативно реагировать
 urgent measures – неотложные меры
 the harvest – урожай
 climatic changes – климатические изменения
 exceeded – превышен

Match the words with the definitions:

1	insurance	a	a condition or circumstance that puts one in a favourable or superior position
2	efficiency	b	the agreement in which you pay a company money and the company pays the cost if you have an accident, injury, or loss
3	advantage	c	progressive development
4	Farmer	d	the state or quality of being efficient
5	Growth	e	all the cost of producing a certain amount of production, including fixed costs and variable costs
6	total cost	f	a person who owns or manages a farm

Questions

1. What are the advantages of the new space-information systems of efficient insurance of government-subsidized agricultural lands?
2. What technologies will be used in the agricultural insurance?
3. How did the total cost of milk, meat and other animal products of the Krasnodar region change?
4. Will the new insurance system be extended to other regions of Russia?

Grammar development

Write down the sentences from the text with the prepositions and simple conjunctions: of, in, and, on, or.

Text 11. FOREIGN DELEGATIONS ADMIRE AGRICULTURAL POTENTIAL OF KUBAN REGION

A spokesperson for the regional Administration was quoted as saying that the Kuban authorities have presented the region's agricultural potential to representatives of more than 20 countries that came to Krasnodar.

The foreign delegation was comprised of agricultural attaches of the Austrian, Belgian, Czech, Danish, Norwegian, UK, Swedish and other Embassies.

This week, the foreign guests visited CLAAS's production plant in Krasnodar, the Kuban confectionary factory and Nestle Kuban factory in Timashevsk, and Abrau Durso Winery in Novorossiysk. Besides, they were shown the work of a dairy plant in the stanitsa (Cossack village) of Novotitarovskaya.

During his meeting with the delegation, Kuban Governor Veniamin Kondratiev said that today's region's priority is to achieve same success in the production of vegetables and fruits.

"The demand for them is very high. We are selling Kuban-grown vegetables and fruits throughout Russia and abroad – to the CIS countries and the Czech Republic, Mongolia and China," said Mr. Kondratiev.

He also stressed that the region is interested in mutual projects on the construction of cattle-breeding farms and logistic centres.

He was quoted as saying that the regional authorities are prepared to offer the foreign investors "most privileged terms" – first of all, tax holidays and individual accompaniment of every project.

The Krasnodar krai (region), aka Kuban after its main river is located in the south-western part of the North Caucasus. It is rich in arable lands, including chernozems (black soils). Kuban is the national leader on the production of grains, sugar beet, fruits and berries, sunflower seeds and honey.

Thesaurus

foreign delegation – иностранная делегация
comprise – включать, содержать, охватывать
embassy – посольство
confectionary factory – кондитерская фабрика
dairy plant – молочный завод
region's priority – приоритет региона
mutual projects – совместные проекты
cattle-breeding farms – животноводческие фермы
individual accompaniment – индивидуальное сопровождение
arable lands – пашни

Match the words with the definitions:

1	spokesperson	a	a group of people who are chosen to vote or act for someone else
2	representative	b	a man or woman who speaks for or represents someone or something
3	delegation	c	a forceful statement in which you say that something must be done or given to you
4	demand	d	one that is invested with this power, especially a government or body of government officials
5	regional authorities	e	a man who is a respected leader in national or international affairs
6	national leader	f	one that serves as a delegate or agent for another

Questions

1. What was the foreign delegation comprised of?
2. Did they appreciate the meeting?
3. What is the Krasnodar region rich in?

4. Kuban is the national leader on the production of grains, sugar beet, fruits and berries, sunflower seeds and honey, isn't it?
5. Do we welcome our investors?

Grammar development

Read the text, find the articles with geographical names.

Text 12. WHAT TENDING A VEGETABLE GARDEN CAN TEACH YOU ABOUT BUSINESS

June 13, 2016

Running a business takes intense focus and eats up the major portion of your time; however, studies have shown that giving your mind the time to wander allows you to turn from immediate tasks to life's bigger – often more important – challenges.

I needed to make that turn, myself; I needed a reason to get out of the office and give my mind a break. To find that something that was the complete opposite of running a tech company. So, I planted a vegetable garden.

My gardening background is pretty weak. We had a small garden when I was growing up, and I still do a decent job of mowing a lawn. I can also keep an orchid alive for upwards of a week. What's more, I have a basic understanding of how things grow and the fact that food doesn't magically appear in nice rows at the supermarket on its own.

What I didn't foresee was how preparing, planting and maintaining my garden plot could give new insights into managing my business. Here's how a vegetable garden can give you food, for thought, too.

1. Setting up a strong foundation

The biology of plants is fairly simple. Take a seed, surround it with nutrients, give it some water, expose it to the sun and watch it magically grow into a plant that can feed a family.

However, add too much of any one element and the results can be devastating.

Poor drainage will rot the root system; too much sun will cause leaves to wither; poor soil will have you buying your veggies at the supermarket again in no time. And the foundation of your garden plot will determine whether you're pulling out potatoes or pulling out your hair.

A good business needs a proper foundational structure, as well. A solid business plan, sufficient funding and a strong ownership team are the basic building blocks of a sustainable and scalable organization. When one element is out of whack, you run into critical issues that escalate over time. Unmanageable growth, cash-flow issues and poor leadership can quickly cause even good businesses to fail.

2. Plotting your space

Did you know that planting onions next to carrots will deter pests away from both plants? That lettuce helps to tenderize nearby summer radishes? That adding flowers to a vegetable garden attracts bees, which in turn pollinate the other plants, leading to a bigger overall yield?

A garden, much like a workplace, is a collection of individual organisms that are highly affected by their surroundings.

Similarly, the spacing and flow of an office environment can directly affect the people working there, in the same way. Having your boisterous sales department share an open office space with your software development team is a recipe for disaster. Improperly integrating senior staff into a youth-focused culture can disrupt an entire organization.

Just ask Dan Lyons about his Year in Startup Hell. Individuals, much like plants, can positively or negatively affect the health of the overall organization, due to factors as subtle as personality and proximity.

3. Nurturing and harvesting

Gardening is a test of patience. Seeds slowly become seedlings, then mature, blossom and produce fruit. Some plants,

such as lettuce and herbs, can be harvested early and often without harming the plants themselves. Root vegetables on the other hand require long periods of growth before they reach maturity. Knowing when a vegetable plant is ready is both an art and a science.

Expectations for employees and business objectives follow a similar cadence. Young interns require attention, mentorship and direction to prepare them properly for higher-stress scenarios. Placing inexperienced employees in a situation for which they weren't adequately prepared can adversely affect their self-confidence and stunt their long-term growth.

Distinct roles should come with distinct expectations, as well. Sales teams can be expected to produce early and often, while your R&D department may need months, or even years, to realize the first fruit of their labor.

Overall, growing a business and growing a vegetable garden both require planning, dedication and patience. Whether you're managing a tech company or managing tomatoes, focus on setting up a strong foundation, surrounding your team with the right nutrients and harvesting results when the time is right.

Thesaurus

intense focus – особое внимание

decent job – достойная работа

devastating – разрушительный

foundational structure – функциональная структура

deter – отпугивать

workplace – рабочее место

office environment – офисная среда

disrupt – срывать

patience – терпение

cadence – ритм

Match the words with the definitions:

1	challenges	a	a chemical or food that provides what is needed for plants or animals to live and grow
2	orchid	b	something that tests strength, skill, or ability, especially in a way that is interesting
3	nutrients	c	a plant that has flowers which are brightly coloured and unusually shaped
4	art	d	when you carefully listen to, look at, or think about someone or something
5	science	e	the use of painting, drawing, sculpture, etc. to represent things or express ideas
6	attention	f	to do something that produces an effect or change in something or in someone's situation
7	adversely affect	g	to need something
8	require	h	knowledge about the world, especially based on examining, testing, and proving facts

Questions

1. What did the narrator do to get out of the office?
2. Can the vegetable garden help to insight into managing business?
3. Does the adding of too much nutrients improve or worsen the results of gardening?
4. What will happen if plants get too much sun?
5. Will you pull out potatoes when the foundation of the garden is not good?

6. A solid business plan and sufficient funding are the building blocks of nice garden. Do you agree?

7. Is the planting of onions next to carrots bad for them?

8. How does the office environment influence the people working there?

9. Who can get in uncomfortable situation because of lack of experience?

Grammar development

Find in the text modal verbs, classify them.

Text 13. 7 WAYS ENTREPRENEURS STYMIE THEIR OWN SUCCESS

June 14, 2016

Throughout life's journey we're always going to experience challenges. However, some of our greatest challenges come from within.

Unfortunately, most of us were never taught to recognize and deal with internal opposition. You could be sabotaging yourself and hindering your own success without even knowing it.

Best-selling author Lisa Kleypas appropriately said, "You are your own worst enemy. If you can learn to stop expecting impossible perfection, in yourself and others, you may find the happiness that has always eluded you".

Here are several ways in which you may be holding yourself back.

1. Doubting yourself.

Your failure to believe in yourself may very well be the biggest hindrance to your success. This affects your entire attitude as you go about your daily activities. The first real step in achieving any goal, whether big or small, is to actually believe that it can be achieved. If you do not believe it is possible, you will not possess

the drive needed to pursue it with vigor. Start with a positive attitude and you will begin to believe that anything is possible.

2. Procrastination.

You can block your own prosperity by your failure to seize every opportunity head on. Some opportunities may present themselves only once in a lifetime, hence your procrastination may very well rob you of success. Realize that things that you put off today may not get done at all. Whenever an opportunity presents itself, take a chance and go for it.

3. Refusal to get back up.

Many times you will be tempted to "throw in the towel". However, that is the worst thing that you can ever do. It is not a failure when you fall; the true failure lies in your refusal to get back up after the fall. Keep in mind that many successful people – including Thomas Edison, Abraham Lincoln, Oprah Winfrey and Bill Gates – failed and began again sometime during their journey. Get up and put one foot in front of the other. Don't be afraid to begin again.

4. Fear of taking risks.

You will never reach your full potential if you choose to remain in your comfort zone. Success requires some degree of risk taking. If you are simply comfortable doing your same old normal routine, you will never reach extraordinary heights. Don't settle for mediocrity when you were created to soar! As Norman Vincent Peale once said, "Shoot for the moon. Even if you miss, you'll land among the stars".

5. Lack of passion.

You become your greatest enemy when you lack passion, a necessary criterion if you are to achieve any form of greatness. You must be excited about something, enough to turn that excitement into a dream to be achieved, otherwise you merely exist. Sometimes it takes years to find your passion. That's okay. Keep an open mind and keep searching until you find it.

6. Fear of failure.

Fear is a foe that cripples. If you go through life constantly being afraid of failing or falling short, you will do nothing and you will achieve nothing. Have the courage to step out on a limb

every once in a while rather than clinging to the things that make you feel safe.

7. Failure to adapt.

You can become your own enemy if you fail to accept the fact that life is not constant. Things change and we must be proactive enough to adapt whenever necessary. If you are unable to cope with situations as they change you are bound to fail. Learn to go with the flow and be more flexible.

Finally, write out a list of powerful, positive affirmations like “Believe,” “Think Big,” and “Seize the Opportunity” and put them where you can see them every day. In time, you will begin to develop a new way of thinking and will achieve greater results in your life.

Thesaurus

life’s journey – жизненный путь

internal opposition – внутренняя оппозиция

appropriately – соответственно

attitude – отношение

refusal – отказ

comfort zone – зона комфорта

degree of risk taking – степень риска

extraordinary heights – необыкновенные высоты

foe – противник

to cope with situations – справляться с ситуациями

flexible – гибкий

Match the words with the definitions:

1	perfection	a	something or someone that makes it difficult for you to do something
2	hindrance	b	a state of having no mistakes, faults, or damage
3	vigor	c	a person or country that you are arguing or fighting with

4	prosperity	d	the thing that you do every day at the same time
5	opportunity	e	a standard by which you judge, decide about, or deal with something
6	routine	f	a chance to do something good
7	criterion	g	strength, energy, or enthusiasm
8	clinging to	h	a situation in which someone is successful, usually by earning a lot of money
9	enemy	i	to refuse to stop believing or hoping for something

Questions

1. Do some of our greatest challenges come from within?
2. Who said, “You are your own worst enemy”?
3. There are seven ways in which you may be holding yourself back, aren’t they?
4. Should you start with a positive or negative attitude?
5. What is the worst thing that you can ever do?
6. Does success require some degree of risk taking?

Grammar development

Find in the text and write down pronouns: personal, possessive, reflexive. Explain the classification of pronouns.

Text 14. TAX BURDEN IMPOSED ON BUSINESS MUST COME DOWN

Eduard Kuznetsov, Executive Director of the regional branch of the Russian Union of Industrialists and Entrepreneurs (RUIE), has reportedly met with Aleksandr Shokhin, RUIE President. They discussed a number of problems that are of great interest for the Kuban business circles.

One of the main topics discussed was lowering of the tax burden imposed on business. It grew significantly when the cost of commercial realties had been recalculated according to their cadastral value. Then in all regions, including Kuban, the entrepreneurs encountered the problem of overpricing of the land and constructions and as a result of the property tax based on those calculations.

The RUIE reported it will be asking federal authorities to simplify the grant receipt procedure from the Industrial Development Fund. "Now this procedure in our opinion is over-organized," noted Eduard Kuznetsov, "What is more, the current tough conditions for grants make it hard for midsize regional businesses to access the money of the federal Fund".

Thesaurus

number of problems – ряд проблем, ряд вопросов
to be of great interest – представлять большой интерес,
чрезвычайно интересно
tax burden – налоговое бремя
to impose – ввести, наложить, навязать
regional branch – региональное отделение, филиал
significantly – значительно, существенно
to include – включать, заключать
entrepreneur – предприниматель
property tax – налог на имущество, налог на собственность
to simplify – упрощать, упростить, облегчить

Match the words with the definitions:

1	procedure	a	a sum of money given by the a specific organization to a person or organization for a special purpose
2	current	b	a mathematical determination of the amount or number of something
3	grant	c	a large structure or building (different types and purposes)
4	money	d	an amount of money saved, collected, or provided for a particular purpose
5	fund	e	the official currency, coins, and negotiable paper notes issued by a government
6	business circle	f	this association of people which is created on the basis of business communication and is connected with work or business
7	calculation	g	belonging to the present time; happening or being used or done now
8	construction	h	is a series of actions conducted in a certain manner, an established way of doing something

Questions

1. What topic was discussed at the meeting?
2. Did the entrepreneurs encounter the problem of overpricing of the land and constructions or overpricing of materials?
3. The tax burden imposed on business grew significantly, when the cost of commercial realties had been recalculated according to their cadastral value. Do you agree?
4. Why did the tax burden impose on business grow?

Grammar development

Denote in the text regular and irregular verbs. Explain the difference.

Text 15. BUILDS UP LOCALIZATION LEVEL

Russian Ministry for Industry and Trade has approved of the conclusion of a special investment contract with the German-based CLAAS company, a well-known manufacturer of agricultural machinery with a production faculty In Krasnodar.

The Russian government guarantees federal preferences and stable business conditions to CLAAS, which in its turn binds itself to increase the level of localization and the capacity of its factory in Krasnodar by investing an additional sum of 750 mn rubles.

The money will be spent to enhance the manufacturing capacity of its facility in Krasnodar producing combine harvesters and related equipment. At least 118 jobs are to be opened during the fulfillment of the contract.

According to Kuban Governor Veniamin Kondratiev, suchlike mechanisms will make it possible to keep the existing pool of investors as well as favour the resetting of the region's Industrial potential. According to Mr. Kondratiev conclusion of a special investment contract with CLAAS is of great importance for the Krasnodar region known as Russia's agricultural heartland.

In March, CLAAS's Krasnodar – based factory released the first lot of combine harvesters made from Russian metal – over units altogether. Reportedly, the harvesters will be used nationwide this year already.

Thesaurus

to approve – утвердить

agricultural machinery – сельскохозяйственная техника

federal preferences – федеральные преференции

to increase – увеличивать

level of localization – уровень локализации

to enhance – для повышения

manufacturing capacity – производственные мощности

heartland – регион (важный район)

nationwide – общенациональный

to release – выпускать (продукцию)

Match the words with the definitions:

1	equipment	a	a thing that is worth buying because it may be profitable or useful in the future
2	investment	b	the necessary items for a particular purpose
3	contract	c	a system of parts working together in a machine
4	capacity	d	an agreement between two or more parties, to perform a specific job or work order, often temporary or of fixed duration and usually governed by a written agreement
5	mechanism	e	a trading establishment, especially set up by merchants working in a foreign country
6	government	f	the body with the power to make and/or enforce laws to control a country, land area, people or organization
7	factory	g	a quantity of money
8	sum (of money)	h	a measure of such ability; volume. the maximum amount that can be held

Questions

1. Has Russian Ministry of industry and trade approved the conclusion of a special investment contract with the German company «CLAAS»?

2. Does the Russian government guarantee federal preferences and stable business conditions to CLAAS or good equipment and staff?

3. When did CLAAS's Krasnodar – based factory release the first lot of combine harvesters?

Grammar development

Find in the text the Future Perfect Passive. Explain its use and formation.

Text 16. KITCHEN FOR THE INVESTOR

The Yug Times experts are discussing about key development trends in the restaurant business of Krasnodar and the Krasnodar region. To eat out every now and then is human – for there you would be able to get your favourite dish or to experiment with your order.

This is why catering trade has always been popular with investors – and our time is no exception. What is more, new restaurants and cafes keep opening nearly every day. So what are the main trends of the trade?

Andre Martin Ntahompagaze, chef of the restaurant at Hilton Garden Inn Krasnodar:

“Even though the restaurant market is quite developed [in Krasnodar], both the quality of the dishes and the service stay behind the Moscow level. It’s no competition here, all menus are of the same type, and there’s no idea how to gain the consumer’s interest”.

Dmitri Vetokhin, Director of the Stan restaurant, Krasnodar:

“I believe that regional Russian cuisine remains a trend that has not been fully exploited yet but may be working everywhere. “Take, for instance, our most widely spread dish – borsch. It differs in taste in every region. “As for Ukrainian cuisine, it is very popular not only with our compatriots but also with our foreign guests – it’s simply delightful. An example of Ukrainian cuisine [in Krasnodar] is the Dikanka restaurant whose menu presents a lot of Ukrainian dishes”.

Valentina Pulkacheva, commercial director, Oliva restaurant:

“As a restaurateur, I am enraged by so many fast-food facilities. I have no respect for them whatsoever. The food which is sold

there is mainly preservatives and flavor enhancers. The worst thing is that today's mothers are feeding their little kids with French fries, hamburgers and chips – saying that it's simpler and faster. “Healthy food is, first of all, an expensive pleasure, and only first-class restaurants can venture to buy bioproducts. And this situation will not change, for the natural resources used to grow the bioproducts are getting more and more expensive – ecologically pure soils, water and natural fertilizers”. “Why do Kuban people go to eat out at restaurants? To get impressions. For food is also an impression. For instance, saburani (a traditional Caucasian cheese) or Russian salad. Not the one we all are used to, but a very sophisticated and expensive meal. It would take you 4 to 6 hours to make saburani. No housewife in the contemporary world would permit herself to spend so much of her precious time, wouldn't she? But you can go to a restaurant to order saburani there”.

Thesaurus

key development trend – ключевое направление развития /
основной вектор развития

restaurant business – ресторанный бизнес

favorite dish – любимое блюдо

to experiment – экспериментировать

competition – соревнование

to exploit – использовать/эксплуатировать

foreign guest – иностранный гость

flavor enhancer – вкусовой усилитель

natural resources – природные ресурсы

bioproduct – натуральный продукт

Match the words with the definitions:

1	cuisine	a	the portion of the earth's surface consisting of disintegrated rock and humus
2	delightful	b	any substance used to fertilize the soil, especially a commercial or chemical manure

3	pure soil	c	giving great pleasure or delight; highly pleasing
4	pleasure	d	a style or quality of cooking
5	fertilizer	e	a strong effect produced on the intellect, feelings, conscience, etc
6	impression	f	enjoyment or satisfaction derived from what is to one's liking

Questions

1. Why does Andre Martin think that restaurant market in Krasnodar stays behind the Moscow level?
2. What is lacking in the regional Russian cuisine according to Dmitri Vetokhin?
3. Why do people sometimes prefer to go eat out at restaurant rather than cooking at home?

Grammar development

Try to transfer direct speech into indirect speech.

Text 17. TEA-GROWERS BANK ON STATE SUPPORT

Currently there are about two dozen tea-growers working in Sochi, including 6 big ones. In 2015, they gathered more than 300 tons of tea-leaves. Just to compare: in the Soviet time, annual harvests used to reach 7,500 tons. During his two-day-long visit to Sochi, Chairman of the regional Legislative Assembly Vladimir Beketov discussed the ways of revival of the tea-growing industry with the local manufacturers.

The DagomysChai plantations are reportedly in deplorable state – they are choked with fern, and many farmouts have been totally abandoned. For many years, the agriculture in Sochi has been neglected, despite its specific climate and geographical conditions that make it possible to grow the traditional vegetables as

well as subtropical cultures, unique for Russia. Now the regional authorities want to tackle the matter in real earnest to revive agriculture in Sochi.

Thesaurus

tea-grower – чаевод, производитель чая

to compare – сравнивать

annual – ежегодный

revival – возрождение, возобновление

deplorable state – плачевное состояние, плачевная ситуация

farm out – сдать в аренду

to abandon – отказаться

fern – папоротник

neglect – пренебрежение

specific climate – специфический климат

traditional vegetables – традиционные овощи

subtropical cultures – субтропические культуры

Match the words with the definitions:

1	legislative assembly	a	a flowerless plant which has feathery or leafy fronds and reproduces by spores released from the undersides of the fronds. ferns have a vascular system for the transport of water and nutrients
2	local manufactures	b	all geographical things that influence someone's living or working environment
3	fern	c	without being affected by; in spite of
4	despite of	d	one of the two parts of the organization that makes laws in some countries
5	geographical conditions	e	local company that produces goods in large numbers

Questions

1. How many tons of tea-leaves were gathered in 2015?
2. Is it possible to grow traditional vegetables as well as sub-tropical cultures in Sochi?
3. In the Soviet time annual harvests of tea were greater than now, weren't they?

Grammar development

Find in the text Present Perfect Passive. Explain its use and formation.

Text 18. BOTTOM OF CRISIS PASSED – WAY TO THE TOP BEGINS

Last week, HeadHunter, a major recruitment site for management and executive-level candidates, held a press conference at Krasnodar's Artichoke Restaurant to present the results of the region's labour market monitoring. Reportedly, the sector experiencing the biggest labour shortages is the sales, accounting for 28 % of all job vacancies placed on the web resource in January – November. The experts also noted lack of applicants in sales – with just two CVs per vacation sent, which is three times lower than the average figure.

“Nonetheless, some statistics lets us assert that the regional labour market is gradually stabilizing,” Irina Veretennikova, HeadHunter's Southern Macroregion Director, was quoted as commenting on the issue. “Over the past three months, an average salary offer amounted to 30,000 rubles, while the applicants wanted just a little more – 32,000”.

According to her, this factor suggests that the regional economy is gradually getting out of the crisis – several months ago, the applicants' expectations had been much less than the offers, being evidence of excess labour force.

At the same time, accountants and lawyers traditionally continue to have the least chances to find a decent job. “In near future, the region will keep on feeling a need for car drivers, shop assistants, cooks, electrogas welders, breakdown fitters, teachers and educators, physicians of different specializations, nurses and paramedics, operators, electricians and foremen,” forecasts Veretennikova. “It is related with a number of factors, such as fall of the prestige of working jobs or low level of their professional preparation at schools”.

On the whole, the HeadHunter spokespersons asserted that the bottom of the crisis had been passed, but better times are not to be expected soon.

Thesaurus

- major site – основной сайт
- labour shortage – дефицит рабочих
- lack of applicants – отсутствие кандидатов
- assert – утверждать, отстаивать
- lawyer – адвокат
- accountant – бухгалтер
- different specialization – разная специализация
- number of factors – количество факторов (условий, причин)
- foreman – мастер
- prestige – престиж.

Match the words with the definitions:

1	recruitment	a	meeting of organizations, famous people, official persons and etc. with mass media for giving an interview
2	press conference	b	facts which prove smth
3	salary	c	assume about some action in future
4	evidence	d	stage in economic development, which consist of falling of manufacture, unemployment, inflation

5	labour force	e	actions of some organizations to attract participate employees
6	crisis	f	persons ability to work
7	to expect	g	money which employee gets for his work

Questions

1. Is HeadHunter a major recruitment site for management and executive-level candidates?
2. Where was a press conference?
3. Regional economy is gradually getting out of the crisis, isn't it?
4. Did an average salary offer amounted to 30000 rubles or 32000 rubles?
5. Who is a HeadHunter's Southern Macroregion Director?

Grammar development

Denote the qualitative adjectives and the degrees of comparison.

Text 19. FARMERS SET ABOUT TO FEED MOSCOW

The business agenda of the annual Kuban Fair held at Krasnodar's Expograd-Yug Exhibition Complex was very rich in content and informative. Say, one of its roundtables was dedicated to financial issues and investments in agriculture. According to Aleksey Bely, head of the Corporate Management Division of the regional Department for Investments and Small Entrepreneurship, currently there are a great many of efficient companies in the Krasnodar region that manufacture high-quality products. "It is now for the second year in the row that during offseason small and midsize companies are being inquired about the organization of new production facilities," stated Mr. Bely. "This fact can be explained, among a number of other factors, by a significant governmental support". To start a production site from scratch, small

farmers need both investment and affordable bank credits, but quite often they cannot get a credit because of lack of the assets the bank wants to have as a pawn, said Svetlana Balaeva, executive director of the regional Guarantee Fund. “Our Fund helps small businesses by vouching for the farmers’ reliability with money from the regional budget”. Another attractive way of development of small businesses was presented by Andrei Kharchev, executive director of the regional Microfinance Fund. “The regional budget grants micro-loans to small and midsize businesses,” said Mr. Kharchev. “We can offer a minimum interest rate – from 6.25 % to 10 %. Our Fund is ready to review any projects and invest in them”. The issue of logistical centres concluded the business agenda of the Kuban Fair. One of such centres, Kuban Products, encouraged agricultural producers looking for sales market to co-operation.

Thesaurus

business agenda – ежедневная бизнес повестка
 informative – информативный
 roundabout – круглый стол
 head of department – начальник отдела
 entrepreneurship – предприниматель
 to inquire – навести справки
 governmental support – государственная поддержка
 asset – актив
 pawn – залог
 by vouching – посредством поручительства
 micro-loan – микро-займ
 interest rate – процентная ставка

Match the words with the definitions:

1	fair	a	relating to a special district
2	company	b	to give or allow someone something, usually in an official way

3	factor	c	a way of buying something in which you arrange to pay for it at a later time
4	credit	d	the process of considering something again in order to make changes to it
5	regional	e	when you work together with someone or do what they ask you
6	reliability	f	an organization which sells goods or services
7	to grant	g	economic space for the supply of goods services
8	to review	h	congress of commercial and industrial organizations
9	cooperation	i	able to be trusted or believed
10	sales market	j	one of the things that has an effect on a particular situation, decision, event, etc

Questions

1. Who is the head of the corporate management division of the regional department for investments and small entrepreneurship?
2. What interest rate does the guarantee fund offer to small businesses?
3. Does the guarantee fund offer micro-loan or credit?
4. Interest rate for small businesses is from 6.25 to 10 per cent, isn't it?

Grammar development

Find in the text and write down sentences in the Past Simple. Explain the formation of this grammar tense.

Text 20. LOOK FORWARD TO TOURISTS

According to the Republican Committee on Tourism and Resorts, up to 100,000 holidaymakers may visit Adyghea during the New Year vacations. The Adyghean tourism industry promises unforgettable impressions – pure air, snow-capped mountains, and diverse amusements. No wonder that a big part of the holidaymakers will consist of traditional fans of spending winter holidays in the mountains, although some of them will be visiting Adyghea for the first time, stated Tourism Committee officials. Reportedly, many rooms have already been booked. It reflects the recent trend – in the first nine months of this year, the Republic of Adyghea hosted 220,000 tourists, by 10 % than for the same period last year. The amounts of the services rendered and tax payments also rose – by 9 %. The success was reportedly achieved thanks to the developing infrastructure, promotion and information activities, and participation in various tourism fairs. Currently, Adyghea has 150 tourist destinations able to accommodate about 6,000 holidaymakers at a time.

Thesaurus

vacation – отпуск

tourism – индустрия туризма

pure air – чистый воздух

snow-capped mountains – горы, покрытые снегом

to book – бронировать

to host – принимать гостей

tax payment – налоговый платеж

to achieve success – достигать успеха

developing infrastructure – развитие инфраструктуры

promotion – продвижение

various – различный

currently – на данный момент

Match the words with the definitions:

1	to promise	a	from the beginning to the end of a particular period
2	destination	b	to tell someone that one will certainly do something
3	to visit	c	to prevent passage of and cause to change direction
4	to reflect	d	to go to a place in order to look at it, or to a person in order to spend time with them
5	participation	e	taking part in some performance
6	activity	f	place where someone is going or where something is being sent or taken
7	during	g	a small group of people chosen to represent a larger organization and either make decisions or collect information for it
8	committee	h	the situation in which a lot of things are happening or people are moving around

Questions

1. How many holidaymakers can visit Adyghea?
2. The Adyghean tourism industry promises unforgettable impressions, doesn't it?
3. Did the Republic of Adyghea host 200.000 or 120.000 tourists?
4. What does the Adyghean tourism industry promise?

Grammar development

Find in the text the qualitative and relative adjectives. Explain the classification.

Text 21. RUSSIA IS IN FOR TAX REFORMS

Russian President Vladimir Putin was quoted as stating last week that tax reforms are to be discussed in 2017 and implemented in 2019. To have this done, the Tax Code will have to be amended by 2018. “During next year, we must review the proposals on adjustment of the tax system in detail and comprehensively, and we must do it together with our business associations,” said Mr. Putin. “Notwithstanding our home-policy calendar, we will have to have all respective amendments to the Tax Code developed and adopted by 2018 to have them enforced on January 1, 2019”. Mr. Putin reminded that in 2014 a decision was taken to stop changing tax requirements for business.

“We have not been reconsidering them, despite the changing economic situation,” noted President. “It has had a positive impact upon the work of many businesses. At the same time, we must tune up our tax system so that it should be working to achieve our main goal – stimulation of business activity, economic growth and investment, and providing competitive conditions for the advancement of our enterprises”.

Thesaurus

to quote – цитировать
tax reforms – налоговая реформа
tax code – налоговый кодекс
to amend – внести изменения, исправлять
comprehensively – всесторонне
notwithstanding – вопреки, несмотря на
home-policy calendar – календарь внутренней политики
to enforce – приводить в исполнение
requirement – требование, потребность
positive impact – положительное влияние

Match the words with the definitions:

1	tax system	a	the complex of elements which, in a given period, characterize the condition of a country or region's ability to produce goods, services and other resources with exchange value
2	business association	b	to give someone what they need, or to make sure they get it
3	economic situation	c	to reach the task, to receive the desired.
4	to achieve goal	d	a business or a company
5	enterprise	e	organization of companies, business merger, joining of companies
6	to provide	f	the means by which taxes are raised and collected in accordance with the tax legislation

Questions

1. What do you know about Tax Code of Russia?
2. When will Tax Reform be discussed?
3. What is the main goal of Russian Tax Reform?
4. What decision was taken in 2014?

Grammar development

Find in the text the qualitative and relative adjectives. Explain the classification.

Text 22. SUBSIDIES ACKNOWLEDGED IRRELEVANT

Several events recently held at Krasnodar's Centre for Support of Entrepreneurship have reportedly drawn attention of the local business circles. For instance, free consultations on all issues relevant for small and midsize businesses were given on the Open Doors Day. The guest consultants were experts from the relevant structures of the federal and regional authorities, municipalities and nongovernmental organizations. Another event worth attention was a roundtable for the business owners and individual entrepreneurs, moderated by the region's legislative and executive officers and public and financial figures. Addressing the participants of the roundtable, head of the regional Department of Investment and Development of Small and Midsize Entrepreneurship Vasili Shvets noted that one of the most challenging issues of today is gradual transition from non-repayable governmental subsidies to market mechanisms of support of small businesses. "This issue has evolved due to the federal business development strategy in Russia, as well as the need of using more efficient measures of business support," stressed Mr. Shvets.

Thesaurus

to draw attentions – привлечь внимание
relevant – соответствующий
nongovernmental organization – неправительственная организация
roundtable – круглый стол
legislative/ executive officer – исполнительный директор
market mechanism – рыночный механизм
to evolve – развиваться
business support – бизнес поддержка
gradual transition – постепенный переход
regional authorities – региональные органы власти

Match the words with the definitions:

1	expert	a	an occurrence; something that happens
2	attention	b	to contain or store
3	participant	c	groups of entrepreneurs and businessmen
4	small business	d	a specific small commercial enterprise or establishment
5	head	e	to possess
6	event	f	make comment, remark
7	business circle	g	selective concentration on a discrete aspect of information
8	owner	h	a person taking part in the performance
9	to note	i	main person in organization
10	to hold	j	a person with special knowledge or ability, performs skillfully

Questions

1. What fresh information have you got?
2. What did the head of the regional department of investment note, addressing to the participants of round table?
3. What was the most remarkable arrangement? Why do you think so?
5. Could you comment the events?

Grammar development

Try to transfer indirect speech into direct speech.

TOPICS FOR DISCUSSIONS

Boost your memory! Vocabulary Revision.

1. Too Many

Meetings are a waste of Time. Do you agree or no?

- 1) to spend time
- 2) to waste time
- 3) comes tone
- 4) a team
- 5) team building
- 6) an agenda
- 7) minutes
- 8) a chairman
- 9) to chair a meeting
- 10) to hold a meeting
- 11) to attain goals
- 12) senior managers
- 13) middle managers
- 14) productive
- 15) high-performing companies
- 16) unsuccessful companies
- 17) to run meetings
- 18) spontaneous
- 19) to plan
- 20) to attend
- 21) fresh ideas
- 22) to have experience in running meetings
- 23) to speak
- 24) to report
- 25) to solve problems
- 26) positive effect

- 27) negative effect
- 28) a result
- 29) to share information
- 30) true
- 31) wrong
- 32) brainstorm
- 33) to put solutions into practice
- 34) challenge
- 35) to argue
- 36) to agree
- 37) to disagree
- 38) decision
- 39) to enlist
- 40) criticism
- 41) feed back

2. What is Better in

Launching a Business: to be a Careful Person or to Run a Risk?

- 1) to launch
- 2) to run a business
- 3) legal
- 4) to predict
- 5) negative consequences
- 6) positive effect
- 7) to borrow money
- 8) bank loan
- 9) advantages

- 10) tax benefits
- 11) to consult a lawyer
- 12) to prepare a business plan
- 13) main stream
- 14) to form the business
- 15) to start one`s business
- 16) to stop one`s business
- 17) debt(s)
- 18) to consult partners
- 19) to hire staff
- 20) to fire staff
- 21) to appoint
- 22) adequate salary
- 23) to be responsible

3. Is it Necessary to Follow Legal Procedure if you aim to launch your business?

- 1) law
- 2) to start up
- 3) to achieve the company`s objectives
- 4) to consult a lawyer when starting a business
- 5) initial capital
- 6) to borrow money
- 7) to lend money
- 8) bank loan
- 9) efficient
- 10) assets
- 11) to serve the people
- 12) social responsibility

- 13) attitude
- 14) legislator
- 15) legislative
- 16) treaty
- 17) to provide
- 18) justice
- 19) to involve
- 20) to be based on
- 21) to break
- 22) to follow
- 23) to deal with
- 24) to be established

4. Is it Important for a Successful Manager to Keep Morale?

- 1) morale
- 2) moral
- 3) to be honest
- 4) to be responsible
- 5) to be punctual
- 6) to have a good reputation
- 7) to keep dress-code
- 8) to be educated
- 9) to get along with colleagues well
- 10) to have skills in solving problems
- 11) to follow corporate culture
- 12) to criticize
- 13) to support
- 14) to motivate

- 15) to be reliable
- 16) to appreciate integrity
- 17) to understand the purpose of an organisation (business)
- 18) marital status
- 19) to use different managerial approaches
- 20) conflict
- 21) to keep fit
- 22) to be well-organised
- 23) to obey the rules

5. Is a Successful Manager Born or Made?

- 1) leading abilities
- 2) supervisory manager
- 3) middle manager
- 4) top manager
- 5) to perform the work effectively
- 6) a manager by nature
- 7) to be lucky
- 8) to have skills and abilities
- 9) swot – analyses
- 10) companies wish to be dynamic
- 11) main challenges your business face
- 12) to be flexible
- 13) essential activities
- 14) to accomplish
- 15) to plan
- 16) to catch (to shoot) targets

- 17) to waste time
- 18) clear objectives
- 19) to improve
- 20) time wasters
- 21) telephone – interruptions

6. The Best Methods of Recruiting a Replacement.

- 1) your friends' recommendations
- 2) your previous boss's references
- 3) professional experience
- 4) distinguished diploma
- 5) state-backed agency
- 6) advertising agency
- 7) Head Hunter agency
- 8) employment agency
- 9) private agency
- 10) CV
- 11) Application Form
- 12) to “inject new blood”
- 13) experimental period
- 14) to fill a vacancy
- 15) highly specialised expert
- 16) job interview
- 17) moral status
- 18) job opening
- 19) recruitment
- 20) personnel, staff
- 21) to apply for a position
- 22) staff competitions

7. Time - Management. Advantages and Disadvantages.

- 1) a scarce resource
- 2) to make better use of existing time
- 3) to spend time
- 4) to waste time
- 5) to steal time
- 6) essential activities
- 7) the key to time management
- 8) to accomplish
- 9) a clear set of objectives
- 10) priorities
- 11) to identify
- 12) to play
- 13) deadline
- 14) to improve
- 15) unessential tasks
- 16) unnecessary meetings
- 17) coffee-break
- 18) smoke-break
- 19) telephone talks
- 20) drop-in visitors
- 21) over long meetings
- 22) time-wasters
- 23) casual visitors
- 24) life – and – death decisions

8. What is More Preferable in your Career: to Make Good Money, to be Promoted or to Get Professional Experience?

- 1) unpredictable
- 2) proper human relations
- 3) high salary
- 4) adequate salary
- 5) ambitions
- 6) ambitious
- 7) goals
- 8) comfortable working place
- 9) a good team
- 10) moral climate
- 11) poor human relations
- 12) to be a flier
- 13) peace and harmony
- 14) rewards
- 15) duties and responsibilities
- 16) promotion system
- 17) rational system
- 18) to appoint
- 19) to be appointed
- 20) much free time
- 21) managerial position
- 22) to be a realist
- 23) not to be cynic
- 24) to be interviewed

- 25) an interviewer
- 26) an interviewee

9. What Forms of Proprietorship are the Most Beneficial in Agriculture?

- 1) partnership
- 2) privately owned business
- 3) corporation
- 4) sole proprietorship
- 5) profit
- 6) income
- 7) per cent = %

- 8) interest = %
- 9) unlimited liability (partnership)
- 10) form
- 11) limited partnership
- 12) stock – holder
- 13) financial resources
- 14) stock certificate
- 15) to invest
- 16) to perform
- 17) to obtain raw materials from the land and the sea
- 18) production
- 19) social responsibility

RUSSIAN INVESTMENT FORUM, SOCHI, FEBRUARY, 2017

Krasnodar region: Growth strategies

AGENDA OF ROUNDTABLES to be held on the stand of the Krasnodar region in the framework of the Russian investment Forum, Sochi, 27–28 February, 2017.

You are a participant of the forum. Choose any sector, take part in the discussion, share your ideas. Translate the questions from Russian into English.

Roundtable № 1: PROJECT MANAGEMENT. AN EFFICIENT START

27/02/2017 11:00–12:20

Topics for discussion: – practical introduction and use of project management in the system of regional executive power.

27 февраля 2017 г. 11:00–12:20

Проектное управление. Эффективный старт

Вопросы к обсуждению:

– *практика внедрения и использования проектного управления в системе региональных органов исполнительной власти;*

– *обзор трудностей и проблем, с которыми сталкиваются органы власти на начальном этапе применения проектного управления;*

– *выработка эффективных действий, направленных на преодоление трудностей при внедрении проектного управления;*

– *обсуждение нестандартных действий команды внедрения, которые дали положительный эффект для разрешения проблем.*

Roundtable № 2: DIGITAL ECONOMY

27/02/2017 12:30–1:50

Topics for discussion: -directions of digital economy development.

27 февраля 2017 г. 12:30–13:50

Цифровая экономика

Вопросы к обсуждению:

- *определение термина «цифровая экономика» ;*
- *направления развития цифровой экономики;*
- *влияние цифровизации на различные отрасли экономики;*
- *перспективы цифровой интеграции бизнеса и государства;*
- *лучшие практики и примеры цифровой трансформации с участием российских и иностранных экспертов.*

Roundtable № 3: SUSTAINABLE DEVELOPMENT AS COMPETITIVE ADVANTAGE OF REGIONAL ECONOMY AND BUSINESS

27/02/2017 12:30–1:50

(Riviera meeting room) Topics for discussion: - sustainable development as a process of economic and social changes.

27 февраля 2017 г. 12:30–13:50

Устойчивое развитие – конкурентное преимущество экономики региона и бизнеса (переговорная «Ривьера»)

Вопросы к обсуждению:

- *устойчивое развитие как процесс экономических и социальных изменений;*
- *факторы, способствующие устойчивому развитию;*
- *практики и перспективы достижения устойчивого развития.*

Roundtable № 4: HUMAN POTENTIAL DEVELOPMENT MANAGEMENT – IMPACT OF POWER, BUSINESS AND EDUCATION

27/02/2017 3:00–4:20

Topics for discussion: - human potential of region – what are its constituent resources, what affects it?

27 февраля 2017 г. 15:00–16:20

Управление развитием человеческого потенциала региона – влияние власти, бизнеса и образования

Вопросы к обсуждению:

- *человеческий потенциал региона – из каких ресурсов он складывается, что на него влияет;*
- *новые парадигмы в развитии человеческого капитала: стратегии и инновации;*
- *опыт различных регионов РФ в развитии человеческого ресурса;*
- *объединение усилий власти, бизнеса и образования в развитии человеческого потенциала региона.*

Roundtable № 5: BRAND OF A REGION AS A COMPETITIVE BUSINESS ADVANTAGE

27/02/2017 4:30–5:50

Topics for discussion: - conditions for efficient interrelations between business circles and regions on formation and promotion of a regional brand.

27 февраля 2017 г. 15:00–16:20

Бренд региона как конкурентное преимущество бизнеса

Вопросы к обсуждению:

- *условия эффективного взаимодействия бизнеса и регионов по созданию и продвижению территориального бренда;*
- *бренд региона как знак качества продукции;*
- *актуальные проблемы территориального брендинга.*

Roundtable № 6: RESORTS AND TOURISM DEVELOPMENT STRATEGY IN KRASNODAR REGION: TERRITORIAL MARKETING

28/02/2017 9:30–10:50

Topics for discussion: - ways of promotion of competitiveness of the region's resort and tourist complex: strategic priorities.

28 февраля 2017 г. 9:30–10:50

Стратегия развития курортов и туризма в Краснодарском крае: маркетинг территорий

Вопросы к обсуждению:

– пути повышения конкурентоспособности санаторно-курортного и туристического комплекса региона: стратегические приоритеты;

– поиск резервов: от роста к развитию;

– перспективные направления и форматы бизнеса в туристическом секторе: взгляд в будущее;

– формирование регионального туристического продукта – создание уникального предложения;

– позиционирование и продвижение курортных территорий: перспективы и ограничения на внутреннем и внешнем рынках;

– формирование и развитие брендов курортных территорий: мифы и реальность;

– система управления и механизмы реализации проектов маркетинга и брендинга курортных территорий.

Roundtable № 7: THE FUTURE OF KRASNODAR REGION: LEADER INCOMPETITION FOR A MEN

28/02/2017 11:00–12:20

Topics for discussion: - presentation of global development trends and key conclusions of the socioeconomic checkout of the Krasnodar region.

28 февраля 2017 г. 11:00–12:20

Краснодарский край будущего: лидер в конкуренции за человека

Вопросы к обсуждению:

- презентация глобальных трендов развития и ключевых выводов социально-экономической диагностики Краснодарского края;
- факторы повышения конкурентоспособности региона и потенциала развития;
- приоритеты развития и постановка амбициозных целей;
- ключевые слагаемые успеха в конкуренции за человека.

Roundtable № 8: SOUTHERN POLE OF GROWTH: MARKET OF GLOBAL OPPORTUNITIES

28/02/2017 12:30–1:50

Topics for discussion: – search for the mechanisms of economic and social integration.

28 февраля 2017 г. 12:30–13:50

Южный полюс роста: рынок глобальных возможностей

Вопросы к обсуждению:

- презентация исследования «Южный полюс роста: рынок глобальных возможностей»;
- поиск механизмов экономической и социальной интеграции;
- межрегиональные проекты развития Южного полюса роста;
- брендинг и продвижение Южного полюса роста России.

Roundtable № 9: INNOVATIVE ECOSYSTEM OF THE REGION, INTRODUCTION OF MAIN TRENDS BY EXAMPLE OF PRACTICAL CASE

28/02/2017 2:20–3:50

Topics for discussion: – strategic directions and opportunities for the region’s advancement – support of regions and main requirements to formation of regional and innovative infrastructures.

28 февраля 2017 г. 14:20–15:50

Инновационная экосистема региона, внедрение основных трендов на примере практического кейса

Вопросы к обсуждению:

- *стратегические направления и возможности развития региона;*
- *трансфер современных технологий на российские промышленные площадки для дальнейшего создания бизнеса на их основе;*
- *регионы НТИ, основные инструменты поддержки и взаимодействие с регионом;*
- *поддержка регионов и основные требования к созданию региональной инновационной инфраструктуры в регионе;*
- *территориальные кластеры – возможности и дополнительные ресурсы для региона;*
- *международное сотрудничество с регионом в инновационной сфере и сфере привлечения инвестиций;*
- *университеты 3.0 как центр выращивания компетенций.*

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Хитарова Татьяна Александровна

**АГРОБИЗНЕС: ОСНОВНЫЕ ТЕРМИНЫ В ТЕКСТАХ
НА АНГЛИЙСКОМ ЯЗЫКЕ**

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