

About this script

Please note that this is not a word for word transcript of the programme as broadcast. In the recording and editing process, changes may have been made which may not be reflected here.

关于台词的备注:

请注意这不是广播节目的逐字稿件。本文稿可能没有体现录制、编辑过程中对节目做出的改变。

Fresh and Tasty 新鲜好吃

Helen: Hello, welcome to BBC Learning English. I'm Helen.

Jean: 大家好，我是董征。欢迎收听我们的 BBC 英语教学节目。

Helen: Jean, I know that you're heading back to China to see your family very soon.

Jean: That's right, just a few more days to go and I'll be in food heaven.

Helen: Lucky you. Why do you think that some foods taste so much better in China than they do here?

Jean: 我觉得，除了我们中国菜做的就是好吃，还有一个重要的因素，就是在中国大家都喜欢直接到菜市场去买新鲜的和活的鸡呀鱼呀，还有水灵灵的蔬菜水果。It's fresher and better than from supermarkets.

Helen: You're right here. Freshness does make a big difference when it comes to cooking.

Jean: 不过，近些年来在英国去直接购买当地养殖出来的鱼肉和水果蔬菜已经越来越容易了。

Helen: People feel they can trust the quality from farmers' markets. Mark Handley from London's Farmers' Market helps with organising such markets in London.

Jean: Mark 给我们解释说，这种出售当地农产品的菜市场其实并不像人们想像的那么历史悠久。

Insert

We set up the first farmers' market in London about 7 years ago because they're a relatively new thing so we're not only just allocating spaces for farmers we're also setting up new markets. So we do all the promotion, all of the publicity as well.

Helen: Farmers' markets are a relatively new thing.

Jean: Relatively new thing 就是说相比之下比较新。以前也有市场，不过不是那种出售当地农产品的市场。所以 Mark 的公司在当时建立新的农贸市场的时候，就需要作不少的宣传推广 promotion.

Helen: Trying to get publicity for their farmers' markets.

Jean: 宣传 publicity.

Insert

First of all we try to find the farmers to come to the market, but they also find us. We then also visit the farmers and check that they are actually producing the products that they are meant to be producing; they aren't maybe trying to be a bit cheeky. We then check their records and check that they actually grow and farm the products that they say they are.

Helen: That sounds like detective work. Don't you think?

Jean: Yes it does sound a bit like that. Mark 他说，为了确保这些农贸市场是真的出售当地农民种植的产品。他们走访了所有这些农场，去做检查，确认他们拿到市场来卖的这些东西真的都是他们自己养殖的。

Helen: If someone did try to sell someone else's product, then that's considered cheeky and not acceptable.

Jean: Cheeky 很厚脸皮的。

Helen: Public demand has seen a growing number of farmers selling their produce directly to the public at farmers' markets.

Jean: 卖东西和养殖农作物是非常不同的两码事。So what about the farmers themselves – do they enjoy it? Paul 是在这里摆摊的一个农民，他给我们谈了谈为什么他喜欢到这种新型的农贸市场来卖他自己做的羊奶奶酪。

Insert

It's the banter, it's meeting the public, having a chat, like yourself, having a general chat. The rapport between the general public and yourself, it's absolutely fantastic. You can convert some people. A lot of people say they don't like goat's cheese, can't stand it but they like cheese. They try our little samples, they love it. It's fun, it's wonderful.

Helen: Paul says that the banter and rapport is fantastic.

Jean: Banter 就是开玩笑，闲聊，rapport 在这儿的意思就是指和顾客有沟通，有默契。

Helen: The market gives him the opportunity to convert some people. To make them change their attitude.

Jean: 改变他们的观念 convert their attitude.

Helen: They think they don't like goat's cheese but he chats to them and encourages them to try a little bit, a sample.

Jean: A sample, 就是在买之前试吃的样品。

- Helen: I love samples, and I think it's really nice that you're offered the chance to try before you buy at these markets.
- Jean: 就像 Paul 说的那样, 有些人本来不喜欢吃羊奶奶酪, 尝了以后, 也被 Paul 给转变了。 They were converted.
- Helen: And shopping at a farmers' market doesn't have to be expensive. If you like to haggle, you can give it a try.
- Jean: Really. 和英国很多其它市场不同的是, 在这里买家可以讨价还价 haggle, 不过最好的时机还是在一天快结束、大家要收摊的时候。

Insert

We have a fixed price. But come towards the end of the day, people do haggle. Oh two for one? No I don't think so. But I'll give you a discount, knock a few pence off here and a few pence off there, and everybody's happy.

- Helen: Prices are fixed. But close to closing time, people can find some bargains.
- Jean: Paul 说买一送一他可做不到, 不过打一点折还是可以的。 He'll give you a discount.
- Helen: He'll knock a few pence off here and there. To knock something off here means to reduce the price by a certain amount.
- Jean: 就是把价格减下几个便士 to knock off a few pence.
- Helen: Not too much though.
- Jean: 这可不像在中国, 有的时候一打折一下子能打下去 70%的价钱。
- Helen: Well, that's it for the Farmers' markets in London. While they're not as big as the ones you find in China, they're getting more and more popular.
- Jean: 虽然在这里卖的农产品和我们中国的并不相同, 不过道理都是一样的, 那就是, 在这里大家能够买到新鲜美味、质量高、价格公道的各种食物。好了, 感谢大家收听我们今天的 BBC Learning English 节目。
- Helen: See you next time.
- Jean: 我们下次节目再见。

Insert

Everything's fresh. It's all our own produce, from all our own animals, on our farm and it's the best. It's absolutely the best.