

國立中央大學九十學年度碩士班研究生入學試題卷

所別: 產業經濟研究所 甲乙組 科目: 英文 共 2 頁 第 1 頁

以下是一篇報導的標題及其中三段，請仔細閱讀後依各題指示以中文作答

Flower Power

Cole Cacciavillani is inspecting flowers, acres and acres of them, all growing under glass at his family-owned CF Greenhouses in the southwestern Ontario town of Leamington. There are dozens of varieties -- the ever-popular impatiens, petunias, geraniums and begonias among them -- being cultivated in trays, pots and containers, not to mention hanging baskets suspended in long rows two deep from the ceilings. Everywhere he turns, the 45-year-old Cacciavillani sees blossoms sprinkled here and there amid blankets of lush, green foliage. On this early April day, several weeks before the flowers will be shipped to garden centers, supermarkets and home improvement centers across the province, Cacciavillani is looking for what he calls uniformity (1). "We want our flowers to look like soldiers," he says. "When someone buys them, they should all be the same height and should all have blossoms."

Well, not quite (2). Greenhouse operators now produce year-round and generate revenues of close to \$150 million annually from the sale of potted flowers, such as Christmas poinsettias, Easter lilies, mums for Mother's Day. And almost daily, 16-m transport trucks leave greenhouses in Ontario's Niagara Peninsula loaded with potted mini-roses, mums, calla lilies and other varieties destined for hundreds of American department stores. Last year, those exports totaled just over \$300 million, and gave Canada a trade surplus with the United States of \$234 million in floral and nursery products -- the fourth straight positive balance. "Niagara's potted-plant industry is now the largest in North America," boasts John Albers of Vineland, one of the peninsula's biggest producers. "We like to say that our market is east of the Mississippi and north of the Gulf of Mexico."

The computer ensures that many varieties of plants receive the right mix of water and nutrients required at different stages of their life cycles. It adjusts the heat -- temperatures can vary by up to 10 degrees within the greenhouse -- on the basis of information from an outdoor sensing device that monitors air temperature, wind speed and its direction. It also operates mechanized screens used to reduce the amount of sunlight plants receive. (3) By regulating the flow of heat, light and nutrients, Cacciavillani says, greenhouse operators can control the growth rates of the crops and deliver made-to-measure bedding plants to retail outlets.

Over the past year, greenhouse operators have been hit hard by rising energy costs. Most heat with natural gas, and spot market prices have doubled to about \$18 per thousand cubic meters. Growers who are supplying the mass marketers -- grocery chains, home improvement centers and department stores -- have not been able to pass on all of those costs to their customers (4).

But even with high-tech systems, growers and retailers say their fortunes still hang on the weather. "If the sun shines, our phone rings off the hook (5), especially around May 24," says John Ondejko, president of Seacliff Farms in Leamington. "If it's cold and rainy, people aren't buying flowers." Gordon Kennedy, manager of Holland Nurseries in St. John's, Nfld., has also seen how brief the window of opportunity can be. "If we don't get good weather till the 20th of June, people say forget it," he says. "The urge is gone." This year, some operators say, economic uncertainty could put a dent in their business (6) because flowers are a discretionary item in most family budgets. "An amazingly large percentage of people have something in the markets and I haven't seen a happy investor lately," says Bruce Peacock, owner of Peacock's Garden Centre in Saint John. "I don't know how they're going to react to this perceived poverty." Never fear. In a nation that knows winter all too well -- and that has grown a multimillion-dollar business out of its blooming antidote -- there is no betting against Flower Power. (7)

注. 此為古詩題

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一、簡答與翻譯 (每題 10%)

1. 這位先生所說的 uniformity 指的是什麼?
2. 這段的開頭為何說 Not quite?
3. 這裡的 mechanized screens 是什麼?
4. What cost?
5. 這是形容什麼景況?
6. 翻譯這一句。
7. 翻譯這一句。

二、以二百字內的文字說明這篇文章所敘述的加拿大花卉工業的榮景與面臨的困難 (30%)。