

## Long Description for Complex Line Graph

*English II: Reading Strand, Module 5, Lesson 7, Section 2*

A complex line graph is shown. The headline reads “A Century of Meat.” Two paragraphs at the top of the graphic read as follows:

“American consumption of chicken and beef rose substantially after World War II, aided by the development of intensive farming methods, the proliferation of fast-food restaurant chains and supermarkets and the adoption of reliable home refrigeration.

Beef consumption peaked in 1976 but then declined, in part because of the publication of the new dietary guidelines and studies that associated saturated fats and cholesterol with heart disease.”

There are seven lines in the graph showing these kinds of consumption: beef, pork, eggs, chicken, fish and shellfish, turkey, and lamb. The “beef” line contains the following events:

- In the 1940s, the first McDonald’s restaurant opens.
- In the 1970s, the 1000<sup>th</sup> McDonald’s restaurant opens.
- In the mid-1980s, the “Where’s the Beef” ad campaign begins.
- Around 2005, the first U.S. case of mad cow disease is reported.

The pork line contains one event in the 1980s: “The Other White Meat” ad campaign begins. Following this campaign, pork consumption rises slightly. The chicken line contains one event in the 1950s: “First Kentucky Fried Chicken franchise” opens.

The bottom of the graph displays the years in decades from 1910–2008, and the right side of the graph shows “Per capita availability of boneless, trimmed meat” from 0–90 pounds per year.

Fish and shellfish, turkey, and lamb consumption have remained relatively stable from 1910–2008. Chicken consumption has risen sharply since the 1950s. Beef consumption rose sharply from the 1950s to the 1980s and then dropped off to the levels of the 1960s. Pork consumption has remained relatively stable from 1910–2008. Egg consumption has gradually decreased since the 1940s. Of the seven kinds of food shown, beef, pork and chicken were being consumed the most in 2008.