



Be informed when
Buying Foods



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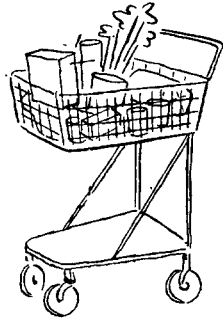
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Be Informed When Buying Foods

THE MARKET BASKET AND HOW IT HAS CHANGED



No longer do we find wicker market baskets sufficient for our family's needs. Now we push around a two story cart made of metal, with a seat for the baby if needed. We go to the newest and biggest super-market to do the week's food buying. The small grocery store still has a place in our busy lives, for it is to them we go to receive telephone and delivery service. The homemaker must know her "groceries" to intelligently order over the phone.

The self service market may undersell the delivery store but one must consider the services rendered and be willing to pay for it.

The homemaker who does the family food shopping has a job of many decisions. Do you like to make decisions? If you don't you wouldn't have fun doing a real good job of buying in our modern stores.



Paul S. Willis, president of Grocery Manufacturers of America, says "In today's markets we find all the way from 4,000 to 7,000 items to put into our market basket. One third of these items was nonexistent 10 years ago, and another third is now in new style, new package, or new usage.

"There is as much difference between the market basket today and the 1939 grocery basket as there is between the 1939 automobile and the 1956 automobile."

This modern market basket provides better nutrition, improved quality, greater variety, and greater time saving foods to grace my lady's table.

EXAMPLES OF TODAY'S INCREASED MARKETING SERVICES

1. Consumers are less dependent on nearby producing areas for their fresh produce. This means more fresh foods are available year around but more refrigeration, longer transportation hauls and more handling of produce are necessary.
2. More foods are being packaged.
3. Foods are being packaged in smaller sizes because consumers want to buy their food in smaller units.
4. Many products are now ready for cooking when the housewife buys them.
5. Frozen foods are found in all types of food from soup through desserts.

WAYS TO CUT THE GROCERY BILL

How much money you have to spend is less important than how you make use of it.

1. Plan your buying - alertness and planning are essential for good shopping. Know what you really want. Know how many servings you wish from the food you buy and buy the number of pounds or size can to meet this need - left overs are costly unless planned.

2. Be alert to price. When buying compare quality and consider waste when comparing price.

3. Buy in quantity if it means a saving on delivery charges, convenience of fewer shopping trips, and you have suitable storage space. Don't tie up money that is needed for other foods in a large supply of a single food.

Compare the cost as to the size. Large hams, or roasts may be cheaper per pound than smaller sizes. These may be



economical purchases for you if excess can be frozen for later use.

Buy canned foods economically by the case or dozen lots. Take advantage of food sales.

4. Do what you can yourself. Much of the food on the grocery shelf is designed to be prepared as quickly and with as little effort as possible. These foods are a great help to anyone who is rushed for time. However, if you have time and enjoy cooking, and have storage space necessary, by baking in quantity for future use, you can probably save money on your food bill.

5. Read the labels and recognize standards or grades.

Read the labels for helpful information to make sure your purchase is suitable to your need, in both size and quality.

Grades are based upon variety, color, size, maturity and shape and freedom from defects.

There is no difference in the nutritional value of a grade A fruit or vegetable and a grade C product. The difference is mainly in appearance, waste and preference. The Food and Drug Administration has set up certain standards of quality for certain foods. If the food falls below these standards the law requires that the label carry the statement: "Below U.S. Standard" - "Good Food" - "Not High Grade." This food is still wholesome and very economical.

GRADES FOR CANNED OR FROZEN FOODS



U.S. Grade A Fancy

U.S. Grade B Choice

U.S. Grade C Standard

U.S. Grade D Substandard

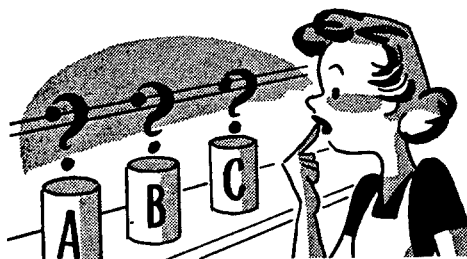
Differences of grades are based chiefly on defects permitted.

U.S. grades have been established for frozen or canned fruits and vegetables in accordance with quality standards set up by the United States Department of Agriculture for flavor, color, uniformity of size, symmetry, texture, tenderness and freedom from defects. The use of these grades, which is optional, provides a common understanding of quality in both the wholesale and retail market. U.S. grading is certified on the basis of voluntary continuous plant inspection by the U.S. Department of Agriculture.

Why don't you join the parade of careful shoppers who look for and buy U.S. graded foods?

WHICH GRADE SHALL I BUY ?

Read the labels for further information and then decide. Standard or grade C is a lower quality, but it is a clean, attractive, wholesome product and will meet the needs of the average housewife. It is less expensive, therefore a good buy in most cases. The fancy grade A is the most expensive. The fruits and vegetables are especially



nice for salads. Fruits are usually packed in a heavy syrup. Choice is the in-between grade B, with the fruit or vegetable usually smaller than grade A. The price varies little if any, between these grades. Sub-standard or grade D is often put up in water pack and in the case of fruit sold as pie fruit.

The housewife might compare grade labeling to a road map - the way is marked, but she must choose on her own which one she will take, whether it is grade A - B - C or D.

6. Some knowledge of nutrition and food preparation methods is essential to economy in buying. For example, when fruit is to be served alone as a dessert the large fruit may be preferable, while for use in a pudding or cobbler smaller, less expensive fruit would be equally desirable.

Tomato juice is sometimes more expensive than orange juice for vitamin C, since it takes more tomato juice to satisfy our vitamin C requirement but this is not so for vitamin A.

WHICH IS THE BEST BUY ?

	<u>Vitamin A</u> <u>Value I.U.*</u>	<u>Vitamin C</u> <u>Value Mg.*</u>	<u>Cost</u> <u>Per Cup</u> <u>(8 oz.)</u>
1 can frozen orange juice concentrate (6 fl. oz.-202 gms.) Makes 3 cups	670	285	
1 cup frozen orange juice concentrate (with water)	225	95	
1 cup fresh orange juice (246 gms.)	460	122	
1 cup canned orange juice (unsweetened) (246 gms.)	240	103	
1 cup ready-to-serve tomato juice (242 gms.)	2,540	38	
1 cup raw cabbage (shredded) (100 gms.)	80	50	

What would you buy for vitamin A? for vitamin C ?

* International units

** Milligrams

From "Composition of Foods" U.S.D.A. Handbook No. 8.

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