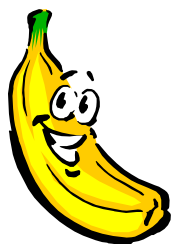


Stretching Food Dollars

How would you describe the perfect family meal? Besides being something that everyone likes, it would most likely be *quick* and *easy* to fix, nutritious, and affordable. In this issue of *The FNP Quarterly*, we will look at the last of these items- the cost factor. After all, food is one



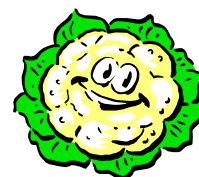
of our basic needs and we spend a major portion of our incomes on it. So, we've put together some ideas that should help stretch your food dollars and save you time- all without reducing the nutritional value of the foods you eat!



Calendar: **BEST BUYS FOR FALL FRUITS AND VEGGIES**

APPLES
PEARS
GRAPES
BANANAS
BROCCOLI

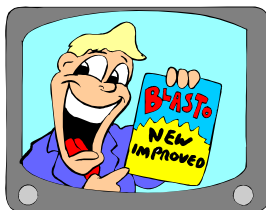
SQUASH
CAULIFLOWER
PUMPKINS
SWEET POTATOES
POTATOES



* Foods such as Beans, Celery, Lettuce, Cabbage, Onions, Potatoes, and Carrots are plentiful throughout the year.

Are You Under The Influence...Of Food Advertising?

- When it comes to food buying, the choices you make are not always your own. The food industry is the biggest advertiser in the country and manufacturers use many techniques to persuade you to buy their products. We see and hear food advertising on TV, radio, newspapers, and *especially* in grocery stores.
- In-store advertising strongly influences consumer spending. For example, the last time you tasted a free food sample, did you buy the product? Seventy-Five percent of those who do taste, end up buying. The overall store layout, end-of-aisle and check-out line displays, and eye-level shelf placement of higher priced items are just a few methods used to tempt us to spend more than we had originally planned.
- Advertising also plays a major role in children's food choices, as every parent



knows. Children become “little salesman,” trying to get parents to buy certain cereals, or to stop at their favorite fast food restaurants. Parents should teach children that the real reason for advertising is to sell products, not to entertain. They can even use food advertising to help compare and explain how some foods are good for you and others are not so good.

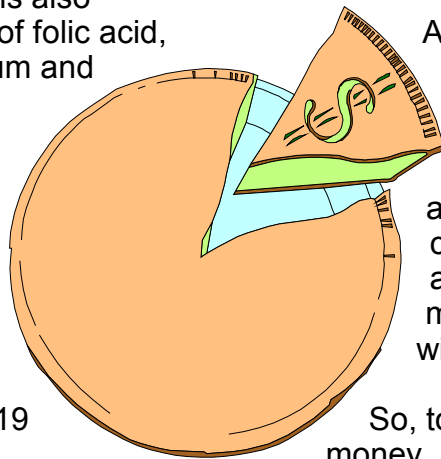
- Advertising is a part of everyday life. Companies need to advertise to survive. But as consumers, we need to make responsible spending decisions and teach our children to do the same. We have some very good information on the effect of advertising on food buying, and on children's eating habits, that we would be glad to share with you free of charge! Just call or write your local UW-Extension office.

Anyone Can Eat Healthy *and* Stay on a Budget

Many people believe that fruits, vegetables and other low-fat nutritious foods are too expensive. Yet, a daily trip to the vending machine can be costly. A can of soda and a candy bar can add \$1.00 to your food bill each day, while supplying no significant nutrients. In contrast, a carton of yogurt, eight ounces of orange juice and a banana bought at the grocery store is also \$1.00 but adds significant amounts of folic acid, calcium, protein, vitamin C, potassium and other nutrients.

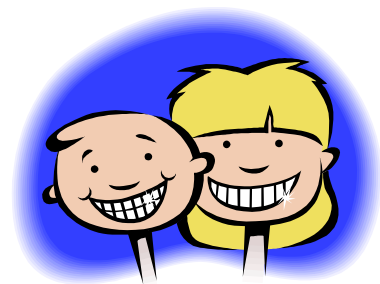
When food shopping, look at nutritional value as well as cost. Milk and soda may be the same, but soda offers little nutrition, while milk offers calcium and other important nutrients. Potato chips are another example. A package of 12 half-ounce bags costs \$2.29, or 19 cents per bag. Priced by the pound, those chips are a whopping \$6.08! You could buy several pounds of potatoes for a dollar and come out ahead in nutrition and savings!

The biggest chunk of your grocery money (often more than 16%) goes toward meat, a high protein source. A cheaper alternative is an egg or dried beans. An egg costs just pennies per serving while beans average 25 to 49 cents per pound and contain plenty of protein as well as fiber.



Another big food expense is convenience foods and snacks. A quick-cook rice costs nearly four times more than regular rice. Try to buy the least processed form of any food. For instance, buy popping corn instead of microwave popcorn and save on fat, salt and cost, or make your own healthier trail mix with raisins, pretzels and peanuts.

So, to get more food value for your money, plan nutritious meals that fit your budget. If wholesome foods are easily available in your home, your family will eat them and that can mean a start to a healthier lifestyle.



Kids Corner

Getting the Real Scoop!

Parents, your children watch you make spending decisions quite often. Answering these questions can help them understand how to make good choices:

- Why do you always look over the sales receipt after the grocery clerk hands it to you?
- Why do you write a check instead of just using regular money?
- I noticed some brand name products are more expensive than generic products like my favorite crunch cereal. Why is

that?

- Last week you bought lots of chicken for us to wrap and freeze. Why? We can't eat that much.
- What did it mean when my friend's mom said, "Money doesn't grow on trees"?





Top Ten Rules For Stretching Your Food Dollars Shop Smart - Eat Smart

1. Make a shopping list - Know what you are going to spend. Stick to your list.
2. Shop when you are not hungry and shop alone. Avoid buying foods not needed.
3. Buy only amount you need and can store conveniently. Over-buying can result in waste.
4. Read labels - it will help you to be a more informed buyer.
5. Use coupons for products your family uses. You are not saving by using coupons for things you don't need or use.
6. Get to know your grocery store layout for fast food shopping. Save time and money.
7. Pick up frozen food last to prevent early thawing.
8. Check cupboards and refrigerator for food on hand - before shopping.
9. If possible, plan to shop when store is not busy - such as morning.
10. Compare prices of similar products. Take advantage of unit pricing when available.

The more you plan the more you save!

Planning Meals Saves You....Time and Money!

- Look for recipes with few steps and ingredients. Save them in a box or notebook so they are easy to find again.
- If you can, do some preparation steps ahead, such as thawing meat in the refrigerator or browning and draining ground meat for your recipe.
- On a day when you *do* have enough time to cook, fix enough of your recipe for extra meals. This works well with chili, soups, stews and casseroles.
- Involve other family members. Even young children can wash fruits or vegetables or set the table.
- Before shopping, check your cupboards, refrigerator or freezer for the foods you have on hand.
- Plan ahead to buy all the ingredients you need to fix your meals. Avoid last minute trips to the grocery store when you are hungry or rushed.
- Think about food you could have on hand for quick breakfasts and sack lunches to take to work.
- Plan to use 2 to 3 ounces of meat per person in you main dishes. Mix with potatoes, beans, noodles or rice.



Tips for Controlling Food Spending

Serve meatless meals occasionally.

Beans, peas or eggs are an inexpensive replacement for meat. You don't have to eat meat to have a good diet. If you are on WIC, you get coupons for dried beans.

Use fewer expensive convenience foods.

Put together a one-dish meal from a recipe rather than using a boxed mix. Try making your own coating mix for meat instead of a packaged mix. High cost convenience foods often add costly packaging and processing.

One-Dish meals stretch meat and feed more people.

Use a piece of ham in a noodle casserole, small

pieces of beef, chicken, or pork stir-fried with vegetables and rice. A pound of meat can serve more people when it is mixed with rice, noodles or vegetables than if sliced and served alone.

Use coupons wisely.

Use coupons for items you would normally buy and only if it doesn't require a special trip to the store.

Buy fresh fruit and vegetables in-seasons.

Apples will be delicious in-season buys for Autumn. Prices should be lower due to availability. Farmer's markets are often good places to find fresh, locally grown fruits and vegetables.

RECIPES

ONE DISH MAIN MEAL



Corn & Broccoli Bake

(66 calories - 1.5 grams fat per serving)

1-16 oz can creamed corn
1-8 oz Package frozen broccoli, thawed
½ cup carrots, shredded

6 saltine crackers, crushed
2 tsps. margarine, melted

Preheat oven to 350 degrees. Mix together cracker crumbs and margarine in a 1 qt. ovenproof casserole dish. Combine corn, broccoli & onion. Top with cracker crumbs & margarine mixture. Bake until broccoli is tender - about 30 minutes. Refrigerate leftovers.
(Can use fresh corn & broccoli)

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SUPER POTATOES

4 large baking potatoes
½ cup cheese, shredded or 1 can cheddar cheese soup
1 cup frozen or canned vegetables (peas, broccoli, mushrooms, carrots, etc)

Clean potatoes and pierce with fork. Bake at 350 degrees for 1 ½ hours (or microwave on high, 3-5 minutes for 1 potato, 10-12 minutes for 4 potatoes). Split each potato in half. Heat vegetables together, heat and pour over split baked potatoes).



TACO RICE SKILLET

(414 Calories-18 grams fat per serving)

Makes 8 servings

1 ½ lbs. ground beef	3-4 tsps. chili powder
1 ½ cups uncooked rice	3 cups chopped tomato (fresh or canned)
4 cups water	1 cup shredded cheese (2oz)
1 cup chopped onion (medium)	1 ½ cups shredded lettuce

Brown ground meat in a large skillet. Drain & rinse to remove fat. Add rice, water, onion & chili powder. Simmer over low heat until rice is cooked (about 25 minutes). Stir in tomatoes. Serve on plates. Sprinkle cheese, then lettuce over top. Serve with taco sauce - if desired. Refrigerate leftovers.