

Extension Notes:

How Smart Food Shopping Can Pay Off For You

Is your food bill climbing higher with every shopping trip? Does it cost more to feed your family every month?

"Inflated food prices are not in the shopper's control. But food costs involve more than the actual price of items," reports Sue Gangler, Warm Springs Extension Agent.

Smart shoppers can have better control over their food money & spend less than they might by using helpful shopping tips, recognizing store techniques to encourage over-buying, & comparing prices,

added Sue.

Try out some of these shopping ideas this week. See which can make a difference in your grocery bill.

Shop once a week if possible. This saves time, effort and money.

Shop alone. Other family members may tend to pick up snacks and other items not actually needed. Children may pressure for cereals and other foods or snacks they have seen advertised on TV.

Shop on a full stomach. Shopping when you are hungry

encourages you to buy more. Everything looks good, particularly those things that are ready to eat at the moment.

Shop with a list. And stick to it unless you find some additional good buys.

Avoid over-buying. NO food is a bargain unless you can use it. It's easy to get carried away when there is a good special on perishable items such as fresh fruits and vegetables.

Use weekly newspaper specials & coupons to your best advantage. Stock up on staples & family favorites when they are "on sale." Specials & coupons can be a substantial savings to

you.

Compare brands of an item. Try less expensive brands on your family, there is little or no difference in quality.

COMPARE COST OF BRANDS & SAVE

Prices can vary a great between different brands of foods.

Normally, national brands are more expensive than store brands.

Quality & personal preference play a big part here in choosing one brand over another. Often store brands are the same quality as the national brands - shoppers just aren't paying for the national advertising.

This chart shows the price ranges between several brands of certain foodstuffs.

Food Item	Brand A	Brand B	Brand C	Brand D
Canned kernel corn (16 oz)	\$.33	\$.35	\$.39	\$.40
Canned peaches (16 oz)	\$.33	\$.39	\$.46	\$.55
Peanut butter (28 oz)	\$1.49	\$1.55	\$1.72	\$1.79
Cake mixes (18 1/2 oz)	\$.55	\$.59	\$.66	\$.66
Vegetable shortening (48 oz)	\$1.49	\$1.85	\$1.85	
Dish soap (32 oz)	\$.68	\$.94	\$1.13	\$1.45

From The Community Center

In response to many requests for coffee to be furnished during meetings held at the Community Center, we have decided to offer this service as a part of our regular meeting room policy. Coffee requests must be made at the time you reserve the room and it would be a good idea for you to call again the day before your meeting to double check with us.

This service will include the amount of coffee you specify, cups, sugar and cream. Community Center staff will be responsible for starting the coffee in time to have it ready for your meeting and cleaning up afterward. Should you need more coffee, they will prepare a second urn upon request. Charges for this service are as follows and the Community Center will bill your Department at the completion of your

meeting:

Small Urn (40 cups) - \$6.00.

1/2 Small Urn (20 cups) - \$3.00.

Large Urn (55 cups) - \$8.25.

In the past, we have allowed the departments to "return coffee to us for coffee borrowed." This has been unsatisfactory; therefore, as of this date, no other coffee arrangements (than the one involving charges mentioned above) will be made.

Since we have only two urns available, those meetings requesting urns first will be given preference. Charges for coffee will be made to those meetings cancelling after the coffee has been made. We hope this new service will assist you in scheduling meetings using the Community Center

Your choice of a grocery affects your overall food bill. Store location, distance, type of store, & selection & quality of goods are personal considerations when grocery shopping.

When living in Central Oregon, store location is a realistic & important factor in shopping. Lower grocery prices found in a neighboring town may actually cost more due to traveling costs.

This chart reflects the range of grocery prices found in supermarkets, discount food stores, & small grocery stores. With the exception of ground beef & oranges, all the foodstuffs listed are of the same brand.

Food Item	supermarkets in Central Oregon	small groceries in Central Ore	discount food stores in Bend & Portland
1# ground beef	\$ 77- .89	1.15	.79
American (sliced) cheese	\$1.35 - \$1.49	\$1.39 - \$1.53	\$1.19 - \$1.20
1 # oranges	\$ 20 - \$.33	\$ 20 - .39	\$.13
1 loaf bread	.63	\$.63	\$.63 - .67
10# flour	\$1.88 - \$1.99	\$1.90 - \$1.99	\$1.54 - \$1.55
5# sugar	\$1.19 - \$1.33	\$1.29 - \$1.35	\$.01 - \$1.09

Watch Out For Store Psychology

Grocery stores encourage shoppers to overbuy or buy more than they need. Recognize "store psychology" that can inflate grocery spending.

Impulse items. such as candy, magazines, gum, etc., are near the checkout counter. This encourages you to pick up items while waiting in line.

Aroma. It takes extra resistance to not buy freshly baked goodies when the bakery, usually near the store entrance, is wafting our delicious aromas.

Mass displays. There is something about a mass display or big baskets that suggest lower cost. Check to see if these really are bargains.

Multiple pricing. This has a power of suggestion that you are getting a bargain. Sometimes there is a small saving by buying two or three items but 3 cans for 99 is really 33 cents a can so buy the amount that you can use.

Placement of food on shelf and throughout the store. Sta-

ple items such as sugar and flour which you are likely to buy are often on bottom shelves. New products and impulse type items such as cookies and snacks are usually at eye-level or they may be in mass displays at the end of a counter.

Related foods often tempt your appetite and cause you to buy foods you may not really need. It is hard to resist dips and cheese placed next to crackers, or shortcake next to fresh strawberries.

Prices can vary a great between different brands of foods. Normally, national brands are more expensive than store brands.

Quality & personal preference play a big part here in choosing one brand over another. Often store brands are the same quality as the national brands - shoppers just aren't paying for the national advertising.

Where To Grocery Shop?

Also, frozen or refrigerated foods may not be in satisfactory condition upon returning home. However, a desired food selection & quality may justify a shopping trip to a distant location.

Food prices vary between types of stores. Grocery stores fall into three general categories: Supermarkets, discount food stores, & small groceries. The latter includes 7-11 type stores & neighborhood corner groceries.

Discount food stores can charge very low prices on most items, due to fewer store services offered to the customer. The shopper does part of the labor by marking & boxing his own groceries.

Generally, supermarkets have lower prices than groceries, although this varies. Shoppers should compare prices of like items between their favorite stores to know the cost differences.