

Market Basket

OSU Food Marketing Specialist

If your New Year's resolutions included a "resolve" to be a better food shopper, here are some tips that may help.

Keep alert to what your markets are featuring. Watch and study food ads and plan menus to include as many "specials" as possible. Buy featured foods in quantity. . . if you can use them and if you have storage space.

Look, listen and read information on food buying, food marketing and food usage. Check the newspapers, radio, television and magazines for food buying information. Plan ahead for what you need and want. Make a shopping list and take the time to shop around every week in your favorite store.

Remember that the cost per serving is the true measure of cost. For example, meat which has a large amount of bone will often cost more per serving than boneless meat which costs much more per pound. Frozen vegetables may be more economical than off-season fresh vegetables.

The vegetable situation is about the same as last week. Carrots, dry onions, local winter squash, celery, rutabagas, parsnips and turnips are on the best buy list. One wholesaler reports that potatoes are so scarce they are shipping them in from Maine.

Have you noticed that many of the winter tomatoes are more flavorful than usual? This is because we are getting more tomatoes which have been partially vine ripened, rather than picked when completely green. This makes for better flavor, although shelf life is shortened. Apples, grapefruit and oranges are good fruit buys. Bananas have gone up because less fruit is being shipped into this area. Lemons are in very short supply and carry a high price tag.

The first Columbia River smelt are a welcome menu addition. Rolled in flour and cornmeal and fried crisp in bacon drippings, this mild, sweet-tasting fish is a real delicacy. Stormy weather has caused a scarcity of fresh fish fillets.

Beef is plentiful with pot roasts and round steak frequently featured. Smaller supplies and good consumer demand have caused some rise in pork prices. Loins and Boston butts will likely be the cuts most often featured.

New Flavor For Him

The new year is a good time to try out new recipes! A different way to prepare meat is always welcome and the recipe here for Coffee Glazed Ham Slice will add new interest to that popular dish.

COFFEE-GLAZED HAM SLICE—1 slice (about 1½ inches thick) ready-to-eat ham; 1 teaspoon instant quality coffee; 2 tablespoons orange juice; ¼ cup maple-blended syrup or corn syrup; 1 cup firmly packed brown sugar; 2 tablespoons butter.

Place ham slice in a shallow baking dish. Cover. Bake at 325 degrees for 30 minutes. Meanwhile, combine instant coffee with orange juice in a small saucepan, stirring until blended. Add remaining ingredients; heat and stir until blended. Then uncover ham, spoon glaze, and bake another 30 minutes, uncovered, basting occasionally with coffee mixture. Makes 4 servings.

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N.Y. Steaks 139
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Pork Chops 59¢
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Grape Juice
Pineapple-G
Prune Juice
Grape Drink
Orange Juice
Apricot Nect
Orange Drink
Canned Beve

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Dill
Cal
Tom
Ma
Toil