

Best Food Buys Lent Influences Food Promotions

The Lenten Season, which began on Wednesday of this week, promises to exert considerable influence on retail foodmarket activities in the weeks ahead, observes Tom Piper, Penn State Extension Marketing Agent. Being aware of the Lenten restrictions observed by some families, many retailers will develop store features around foods appropriate to the season.

Traditionally, this is the period during which the sales of fishery products are at their annual peak. The fishing industry plans a concentrated sales promotion throughout the Lenten Season to further stimulate consumer purchases. Crab meat

continues as a good buy in seafood, sharing this position with fish sticks and portions, sea bass, scallops, and shrimp in the Chesapeake market area.

Eggs and cheese are popular substitutes for meat and both items are in plentiful supply. Right now large size eggs are the best buy and

the cost per serving is low. A wide variety of meat features is expected but at generally unchanged price levels. Lamb, turkey, ham and certain beef cuts are eligible for this consideration.

Bananas continue in the value spotlight at the produce counter. The grapefruit market continues unchanged with fruit being of good quality and peak flavor. Orange prices continue firm.

Some early strawberries are arriving from Florida but prices are on the high

side. Somewhat lower prices may be noted on tomatoes, lettuce, sweet corn, broccoli radishes, and leafy vegetables. Higher prices are in store for green beans, and cucumbers; no change likely on potatoes, carrots, peppers, onions, and cabbage. Vine-ripened tomatoes are

arriving from Florida in good condition and are reasonably priced. Shipments of green onions from Texas and Arizona and rhubarb from the greenhouses of Ohio may add a touch of spring to your winter menu. Look for a good buy in mushrooms, located at the meat counter in most markets.

● Shrimp

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electric mixer or rotary beater, beat cheese until smooth. Add remaining ingredients; beat just until smooth. Overbeating will make dip too thin. Chill. Serve as a dip with crackers, potato chips, or corn chips, etc. Makes 1½ cups

CHOCOLATE CHERRY SQUARES

1 cup rolled oats, quick or old-fashioned
½ cup sifted enriched flour
½ cup brown sugar
½ cup butter or margarine
13 maraschino cherries
6 ounces (6 squares) semi sweet chocolate, melted

Heat oven to moderate (350 degrees). Combine oats flour and brown sugar. Cut in butter until mixture resembles coarse crumbs. Press into ungreased 8-inch square pan. Bake in preheated oven 15 to 20 minutes. While warm, cut into 25 squares.

Melt chocolate over very low heat, (may use double boiler). Cut cherries in half drain well. Place squares on waxed paper; put half cherry on each; top with 1 teaspoon melted chocolate. Refrigerate. Makes 25 squares

TOASTED PECANS

3 tablespoons margarine
2 cups pecan halves
Salt
Heat oven to moderate (350 degrees). Melt margarine in a shallow baking pan. Add pecans and stir until coated with the melted margarine. Place in oven for about 12 to 15 minutes until lightly toasted. Remove from oven. Cool pecans on heavy brown paper. Salt lightly while still warm

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Feb. 18-25



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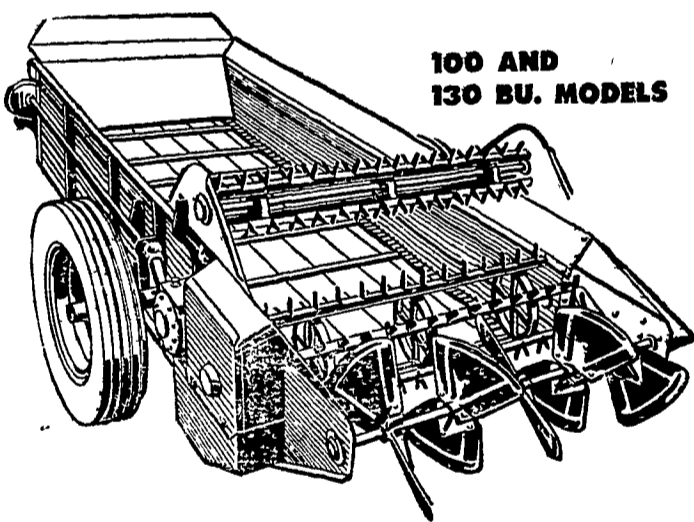
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