



Ladies Have You Heard?

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**LOOKING AHEAD:
THE CONSUMER OF THE '90s**
Two astute food marketers have

gazed into their crystal balls to
profile the consumer of the '90s.
What did they see?

— The fastest growing
population segment will consist of
25 to 44 year olds.

— The average household will
spend about 24 percent of an
average yearly income of \$35,000
or more on food.

Electronics will continue to
grow in importance. More con-
sumers will do their shopping at
home. Less cash will change hands
at the supermarket as the use of
electronic banking increases.

— Consumers will be more
knowledgeable thus more selective
in their food choices.

— Price alone will not be enough

to sell a consumer on a par-
ticular product. Appearance,
quality and preparation time will
be equally important.

— A growing group of male
shoppers will be interested in more
simplified meals in order to make
both food shopping and food
preparation quicker and easier.

— The demand for ethnic foods
will continue to grow, ac-
companied by a demand for
greater variety and higher quality.

— Four out of five working
women will spend less time
grocery shopping while demanding
more convenience food products.

What type of consumer do you
think you will be in the 1990's?

THE IMPORTANCE OF CONVENIENCE

The '80s cook is preparing meals
ahead. Leisure time on weekends
is utilized, and soups, stews,
casseroles and chili are prepared
in large quantities, divided into
meal-size portions and frozen.
Quickly thawed in the microwave
oven, these home-prepared foods
greatly simplify meal preparation
on weekdays when time is scarce.

Stir-frying has grown by leaps
and bounds, moving away from
traditional Oriental fare. Con-
sumers have discovered that the
technique of cooking thinly sliced
vegetables, poultry, meat and
seafood over high heat can be
adapted to the flavors and textures
of other cuisines - or used to create
all-American suppers from the
cupboard and freezer.

Another trend is "double bat-
ching." With double batching,
enough of one meal component is
prepared to serve later as part of a
second meal. Braising eight pork
chops instead of four requires no
extra effort. But, four cooked pork
chops on-hand in the refrigerator
can trum 45 minutes or more from
the preparation of another meal.
The extra chops can be cut into
strips and stir-fried with
vegetables; layered with cooked
rice, prepared pizza sauce and
mozzarella cheese and baked;
heated in barbecue sauce and

served on buns; or added to soup.

LENTILS A SUBSTITUTE FOR MEAT DURING LENT

If you're looking for a nutritious
substitute for meat during Lent,
try lentils. Combined with a grain,
they are a good source of protein
for anyone who is not eating meat.

Proteins are made up of amino
acids. There are 21 amino acids,
but eight of them are essential,
meaning our bodies cannot
manufacture them from other
sources.

Meats have all of the essential
amino acids. Other foods, such as
cereals, breads, beans, peas and
lentils, are incomplete proteins
since they only have some of the
essential amino acids.

But, these foods can be put
together like a jigsaw puzzle to
give you all the amino acids you
need to make a complete protein.
These foods, when put together,
are called complementary
proteins.

Lentils and rice or whole wheat
make a delicious complementary
protein that can be substituted for
meat if you're looking for
something different to eat during
Lent.

For something unusual, try a
spaghetti sauce made from lentils
and served over whole wheat
spaghetti.

To make the sauce, you'll need
one cup of chopped onion, two
cloves of minced garlic, two
tablespoons of olive oil, one cup of
dried lentils rinsed and picked
over, two cups of water or
vegetable broth, six ounces of
tomato paste, four ounces of
mushrooms drained, one-half
teaspoon oregano, and one-fourth
teaspoon each of basil and
cayenne and salt to taste.

In a saucepan, saute onion and
garlic on oil until tender. Stir in
lentils and water; bring to boil.
Reduce heat, cover and cook 30
minutes or until lentils are tender.
Stir in tomato paste, mushrooms,
oregano, basil, cayenne and salt.
Summer 10 minutes. Makes 3½
cups.

"Agriculture not only gives riches to a nation, but the only riches she can call her own." — Johnson



Indeed, farming can be a richly rewarding pro-
fession. But it can also be a very risky one. For the
farmer is subject not only to the changes in the
marketplace, but to those of nature as well.

We at Bank of Lancaster County salute all of you
who have made farming your chosen field.

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