



## Have You Heard?

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### IT'S TIME TO REVIEW FOOD SHOPPING RULES

January can be a tough month to stay within the budget, unless you have done some advanced planning. If you put Christmas expenses on your credit cards, those bills will be coming due. Then there's also the possibility that you spent more than you should have.

Food shopping does offer the opportunity to stretch dollars. Even though we do "have to eat" we have a wide range of food from which to choose. If you have already taken most of the known steps to cut down on food expenses, there is nothing much to offer but sympathy. If not, your very laxity provides hope of a sort. There are lots of things you can do to save money.

First of all, before you go anywhere near a supermarket, check

your cupboards, refrigerator and freezer to discover what you have on hand to help plan your meals. Then read and study your favorite store's weekly food ads. Begin to plan menu's around store features and what you have on hand.

Be flexible in your menu planning since most stores have in-store features that can be to your advantage. Clip and use coupons. Try to plan a week's worth of meals at a time. It's not easy and takes time, but nobody ever said saving money was easy. Now you are ready to make your shopping list.

Knowing the layout of your favorite store can also help you save money. If you know the exact location of items in the store, you can organize your shopping list to shop the aisles once with no backtracking or lost time. Knowing some of the psychology of food placement can foil some of the attempts of retailers to get you to

loosen your purse strings. Think for a minute where the white bread is located. It's usually at the end of an aisle to pull you along. You've got to go past a lot of items to get to the bread and when you do it's usually on the bottom shelf. Items at eye level are reserved for those things you do not have on your list like specialty bread items or fancy pastries. Every department has high demand items to pull you along, items that are not on most shopping lists, and a lot of high impulse, high profit items that are easy to see and reach. It takes a lot of self discipline to stick to a shopping list.

But what is one to do in these new super stores with up to 60,000 square feet of selling area and more than 20,000 items for sale? They have beautiful interiors with attractive lighting, music and smells. They have self-serve bakeries, deli's and cheese shops, fresh seafood and floral sections, and pharmacies.

One way to not get carried away is to keep a running tally of your purchases. Those little, thin pocket calculators are easy to carry and use. You will be less tempted to throw away money on frills if you know how much you have already spent.

Shop for meat in terms of meals. When certain cuts that your family enjoys are on sale, buy an extra large cut with the thought of using it for more than one meal. Think in terms of planned-overs, not wasty

leftovers.

Learn a little home butchering. Buy whole chickens on sale and

cut up your own. Buy a larger cut of meat than usual when on sale and cut it into several meals.

## Perry Family

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bors and acquaintances who request it. Wool is sold at the Berks County Wool Pool held annually at the Reading Fairgrounds.

"We eat lamb several times a week, more than any other meat," Mrs. Perry said. "Hospitals use a lot of lamb because it is more digestible than most meat."

The Perrys believe that more people would eat lamb if they tried it. Barbara said, "Too many people have tasted old mutton which is tough and stringy. Then, they refuse to try lamb made in other ways."

For several years, the Perrys helped serve lamb kabobs at the Reading Fairgrounds for a lamb promotion. It was extremely popular, but the 4-H Lamb and Wool Club believed the expenses were too high and discontinued serving it this year.

"I think it was a mistake to stop selling it even if we weren't making a profit because it was such a good promotion," Mrs. Perry said. "Many people who tried it came back again and again because they really liked it."

Recently Barbara received a special award for being a 4-H leader for 10 years. She makes fruit baskets for a local business and she makes sheep as a craft in addition to helping care for the real ones on the farm.

While the sisters are busy at the

Farm Show, their mother cares for the sheep left on the farm and drives to the Farm Show for the scheduled competition if the weather cooperates. As a horticultural Extension agent, George has full-time duties at the Farm Show. He oversees the fruits and nuts displays.

The family believes that the Farm Show is the best way to educate city folks about agriculture. "You wouldn't believe the questions people ask about sheep," Gwen said.

One of the most asked questions is "Why do your sheep wear blankets?"

Sheep exhibitors get so tired of answering that question that they are known to answer facetiously answer, "because blankets put them in heat," or "the sheep come from Brazil since it's colder here, they need blankets."

The Perry family believe that to survive in the sheep business and in careers, "You must stay on the cutting edge because things are constantly changing."

Farm Show, they believe is a great place to learn about changes and about agriculture. While many people view the Pennsylvania Farm Show as a week-long event, for the Perry family the success of the Farm Show requires year-round efforts to produce the best animals and crops for exhibition.

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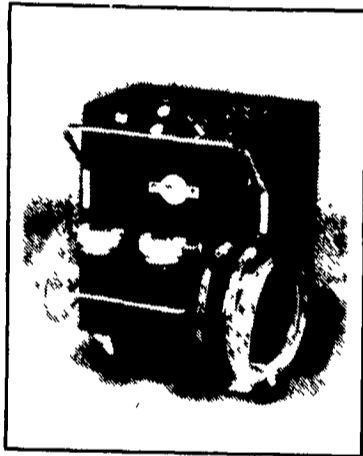
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