

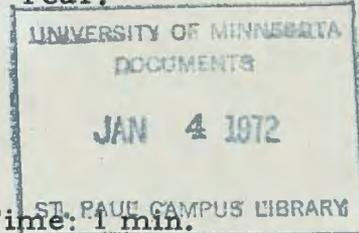
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AGRICULTURAL EXTENSION SERVICE - UNIVERSITY OF MINNESOTA

December 30, 1971

Dear Broadcaster

This is the final release for 1971...I'm hoping the ideas will be useful. During 1972 I would appreciate hearing from you concerning suggestions and ideas. Since the service is titled, Consumer Radio Briefs...that has been the aim...to give buyman-ship information. If on the other hand you would prefer home-making tips, please inform me. Our real aim, is to please. Thank you for your cooperation. Happy New Year.

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Consumer Responsibilities

In this age of consumerism, everyone has a little growing up to do. Each of us is a consumer and has responsibility that accompanies the role.

The 4-H Consumer Education Program has suggestions that would be of value of all consumers. Not only should you know as much as possible about a product but keep abreast of pending legislation and proposals planned by government agencies.

By being well informed about your intended purchase, you can ask questions and generally receive more adequate information from sales persons. Be sure to evaluate all you have read and heard about a product. Determine if it meets your needs at a price you can afford. Understand both implicit and implied warranties and guarantees before the purchase.

As a shopper, compare different brands and models and check price differences. This is true of dealers and stores too. Buy from those you trust, but don't just buy by tradition or habit alone. Be selective and shop around.

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consumer radio briefs

Basting Limited

Time: 50 sec.

What you see, isn't always what you get. However, under a new U.S. Department of Agriculture mandate, on February 17--all that you see in the self-basting turkeys will not include more than three percent basting solution. Prior to this date consumers weren't certain how much weight was basting or meat in a self-basting turkey.

Turkey roasts, prepackaged parts and whole frozen birds will all limit the amount of basting solution included. In fact, the label will conspicuously note that the poultry contains a basting solution. And the solution's ingredients will have to be listed, too.

Basting solution formulas will have to be approved by USDA's Consumer and Marketing Service before they can be used. Control procedures in the processing plant will be subject to USDA monitoring to see that the new regulations are followed.

On February 17, what you see will be all turkey...except for the baster, which can't exceed three percent of what the poultry weighs before it is added.

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New Products

Time: 50 sec.

Be prepared to make decisions...from as many as 1,500 new food items. In fact, before you get around to trying very many of the items introduced in just a single year, a third will have disappeared from the shelves. Only about 500 or so new products generally survive. What with competition, prohibitive production and marketing costs, manufacturers sometimes place and remove an item in rapid fashion. Of course, the cost of developing, testing and advertising new products add considerably to the food bill, according to the USDA. It's fun, however, to try new items and homemakers are buying more convenience foods...prewashed, peeled, cooked, mixed and packaged. Manufacturers are striving to please the consumer...but evidently competition gets too tough for the 1,000 or so items that don't make it through the year.

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