

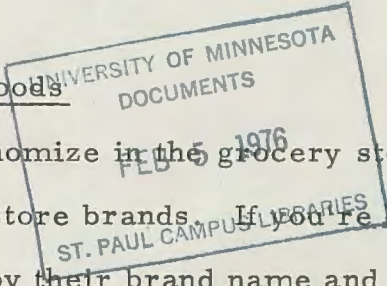
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AGRICULTURAL EXTENSION SERVICE - UNIVERSITY OF MINNESOTA •

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Buying Canned or Frozen Foods

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consumer radio briefs

In your efforts to economize in the grocery store, you could save money by buying food store brands. If you're like the average shopper, you buy products by their brand name and identity with a particular label. Store brands are by no means inferior to nationally advertized brands. In fact, many of the nationally advertized companies actually package the private label brands for various stores. National brands advertize more than private label brands, so consumers are more familiar with them. That may well be the reason you prefer one brand over another, if you think about it.

When you compare brands of any product, be sure you are comparing equivalent grades.

As for price, more often than not private label or store brands cost less. But you must compare both quality and price in making your decision of which to buy.

Consider how you will use the product. Fancy packs are the best choice for dishes where appearance is important. However, if you're making a casserole or some dish where appearance isn't so critical, choose the less expensive lower grade.

Read the label to know what you're buying. In addition to the name of the product, its form or style of pack, net contents and price, other information is given. Nutritional information is now on many products. This tells you the nutritive value of a given serving and the size serving. Code dating and Universal Product Code are also appearing on more and more labels.

* * * Source: Mississippi Extension Service

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