

Best Buys

in fruits
and vegetables

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BETTER BUYMANSHIP WILL STRETCH YOUR BUDGET

Mrs. Wise Shopper



... plans her menus around seasonal foods. Uses and preserves fruits and vegetables at their peak.



... takes advantage of best buys by watching daily reports and planning before she buys.

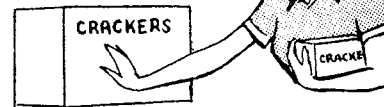
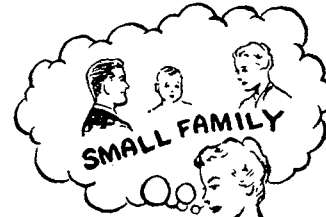


... buys for health. Knows which fruits and vegetables give most food value for the money.

... makes a careful shopping list and shops early in the day and week to save time.



... buys economical size and weight based on the family's needs.



... knows grades and reads labels so she eliminates guesswork in buying.



Watch for Peak Dates

Dates given are for Minnesota-grown products and may vary with unusual weather conditions. Listen for up-to-the-minute reports on the fruit and vegetable market.

Asparagus.....	May 25-June 25
Head lettuce.....	June 10-25
Strawberries.....	June 20-July 4
Early cabbage.....	June 20-July 20
Snap beans.....	July 5-Aug. 1
Beets.....	July 15-Sept. 15
Raspberries.....	July 15-30
Celery.....	July 29-Sept. 30
Sweet corn.....	Aug.1-Sept. 15
Cucumbers.....	Aug. 1-Sept. 1
Peppers.....	Aug. 15-Sept. 30
Onions.....	Aug. 15-Sept. 30
Tomatoes.....	Aug. 15-Sept. 30
Melons.....	Aug. 15-Sept. 15
Carrots.....	Aug. 15-Sept. 30
Potatoes.....	Sept. 1-Oct. 31
Cauliflower.....	Sept. 1-30
Late cabbage.....	Sept. 1-Oct. 15
Squash.....	Sept. 1-Oct. 31

KEEP IN TUNE WITH BEST BUYS

Information on best buys in Minnesota-grown fruits and vegetables is given each day during summer and early fall in Twin Cities newspapers and on the following radio stations:

WCCO	6:40 a.m.
KSTP	8:30 a.m.
WMIN	10:00 a.m.
WDGY	10:05 a.m.
KTIS	10:15 a.m.
KUOM	10:45 a.m.
WPBC	11:30 a.m.
WTCN	11:35 a.m.
WCCO	4:50 p.m.

What and How to Buy

Consider Use

Make your selection of fruits and vegetables for the use you have in mind. For example, some varieties of apples are superior in eating quality, others better for cooking.

Don't Buy Waste

Avoid produce that shows decay. Wilted or discolored vegetables are the buyer's loss.

Pinching and Handling Cost Money

Don't handle fruit and vegetables at the store unnecessarily. Pinching fruit to see if it's ripe increases spoilage and costs retailers thousands of dollars each year. The retailer's overhead is passed on to you.

Good Merchandizing Pays

Patronize grocers who are doing a good job of marketing fresh fruits and vegetables. That is one of the best ways to bring about improvements in merchandizing.

Tips That Test Quality

Apples—Select variety best suited to your particular purpose. Good all-purpose apples are Jonathan, Prairie Spy, Wine-sap, Wealthy, Haralson, Cortland, Golden Delicious. Medium-sized apples are usually most economical.

Apricots—Plump, fairly firm, uniformly golden-yellowish color, juicy flesh.

Asparagus—Green, brittle, straight stalks; tight, compact tips.

Bananas—Yellow flecked with brown indicates fully ripened fruit, yellow tipped with green, partially ripe. Avoid broken skins which expose pulp and hasten decay.

Beans, snap—Tender, compact pods, not wilted. Snap readily.

Beets—Tops: Green, fresh, free from discoloration. Roots: Medium size, smooth, free from blemishes.

Broccoli—Tender, firm stalks; buds closed and in compact clusters; dark green or purplish green.

Cabbage—Solid, firm, heavy heads; only slight odor.

Cantaloupe—Fresh-looking scar where vine was attached; heavy for size; well-developed netting on netted varieties. Rather strong, musky odor indicates ripeness.

Carrots—Firm, highly colored, not shriveled.

Cauliflower—White or creamy white, clean, heavy, firm, and compact curd. Large or small heads equally good when mature.

Celery—Of medium length, thickness, and solidity.

Celery cabbage—Tightly fitting pale green to white leaves.

Chard—Large, thick dark green leaves.

Corn—Husk fresh, dark green; kernels milky; well-filled ears, silky strand brown.

Cucumbers—Straight body, 7-9 inches long, $\frac{1}{2}$ to $\frac{3}{4}$ inch in diameter, rounded ends, free from warts.

Egg Plant—Medium size, rich purple color, smooth skin, light for size.

Endive—Narrow, curled, dark green twisted leaves. White toward root.

Grapefruit—Very yellow or reddish brown, firm and heavy for size. Fruit pointed at one end is likely to be thick-skinned, light in weight, spongy and not juicy.

Kale—Open, curled, wrinkled leaves.

Kohlrabi—Pale green, 3 inches in diameter.

Lettuce—Crisp, tender, firm, well-formed. A deeper green indicates more food value. Leaf lettuce is higher in nutritive value than head.

Onions—Green: Necks of medium size, with little or no bulb formation, and white 2 or 3 inches from the roots. Tops should be fresh, green, tender. Dry: Bulb mature and firm, no growth. Outer skin dry, clean, brittle, free from cuts.

Oranges—Firm, not spongy, heavy for size, free from spots and decay. For juice, smaller sizes are usually the best buys.

Peaches—Free from blemishes, yellowish background color combined with blush, fairly firm flesh.

Pears—Clean, fairly firm but not hard. Avoid water-soaked appearance.

Peas—Bright green color; pods full but not too round.

Potatoes—Sound, shallow-eyed, clean, medium-sized. Avoid green spots and bruises.

Radishes—Center leaves firm and crisp; firm flesh.

Spinach—Dark green, no coarse leaves, not wilted.

Squash—Summer: Heavy for size, skin easily punctured. Winter: Hard rind, deep yellow flesh.

Strawberries—Fresh, clean, bright with solid red color; cap should be attached and bright green.

Tomatoes—Tempting odor if vine-ripened; even, red color, smooth skin.

Turnips—Firm, smooth, heavy for size, few fibrous roots and leaf scars, tops green.

Watermelon—Ripe if outer green peels easily when scratched with fingernail; dull, hollow sound when thumped.

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