

Your Money's Worth

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IF yours is a typical family, very likely more than one-half of your money for food goes for milk, meat, and eggs.

About one-fifth is spent for vegetables and fruit.

The rest is nearly equally divided among the grain products; the fats, oils, sugar, and sweets; and such miscellaneous items as spices, vinegar, leavening agents, coffee, tea, and other beverages.

Do you wonder if your money for food is spent to best advantage? A good way to determine this is to compare foods in each of the groups by their yield in food value as well as by their price.

The following examples show the kinds of foods that are apt to give the most food value for the money.

Everybody needs milk in some form because it is our best source of calcium. Milk also is an important source of protein and riboflavin.

One serving of fluid whole milk, evaporated milk, buttermilk, skim milk, or dry milk furnishes about the same amounts of those nutrients but at widely different costs.

Dry milk generally costs least and fluid whole milk the most for a serving.

Some of the products made from milk give more food value for the money than others because of differences in cost and in amounts of nutrients they furnish. Cream cheese and ice cream are apt to be more expensive for the value received than most other milk products, except butter and cream.

Cottage cheese provides good amounts of protein and riboflavin and can be counted as a bargain for them. Cheese of the Swiss and Cheddar types usually are more economical sources of calcium than cottage cheese.

Meat, poultry, fish, and eggs are important mainly for the high-quality protein, iron, and the B vitamins they provide. Dry beans, peas, and nuts are valuable for many of the same nutrients and can be used in meals some of the time in place of the animal foods.

You can make worthwhile savings when buying meats and meat alternates by choosing wisely and shopping carefully.

To rate meats, poultry, and fish as economical sources of nutrients, judge them on a comparable basis. When you buy them, you often pay for parts that are not eaten, such as bones and gristle. Part or all of the fat from the

Cost of a Day's Supply of Vitamin A Value From Vegetables and Fruit

Item	Purchase price per pound	Cost of a day's supply of vitamin A value ¹	Amount of food as eaten to give day's supply of vitamin A value
	Cents	Cents	
Carrots.....	15	2	¼ cup.
Collards.....	15	2	⅓ cup.
Sweetpotatoes.....	15	2	⅓ medium.
Kale, trimmed.....	25	3	½ cup.
Spinach, trimmed.....	25	3	¼ cup.
Winter squash.....	10	3	⅓ cup.
Broccoli.....	20	9	1 cup.
Cantaloup.....	20	12	⅓ medium.
Tomato juice, canned.....	15	14	1 cup.
Apricots, canned.....	25	18	1 ⅓ cups.
Peaches, fresh.....	15	25	5 medium.
Tomatoes, fresh.....	25	26	3 medium.
Green snap beans.....	20	36	5 cups.
Peas, canned.....	20	36	3-4 cups.
Peaches, canned.....	20	44	4 cups.
Asparagus, fresh.....	25	48	2 ½ cups.
Corn, in husks.....	10	68	7 cups.

¹ For average adult.

Cost for One Serving of Food, Items Priced From 5 Cents to 150 Cents per Item

Retail price per unit (cents)	Number of servings per unit					
	2.0	3.0	4.0	6.0	12.0	16.0
	Cost per serving (cents)					
5.....	2.5	1.7	1.2	0.8	0.4	0.3
10.....	5.0	3.3	2.5	1.7	.8	.6
15.....	7.5	5.0	3.8	2.5	1.2	.9
20.....	10.0	6.7	5.0	3.3	1.7	1.2
25.....	12.5	8.3	6.2	4.2	2.1	1.6
30.....	15.0	10.0	7.5	5.0	2.5	1.9
35.....	17.5	11.7	8.8	5.8	2.9	2.2
40.....	20.0	13.3	10.0	6.7	3.3	2.5
45.....	22.5	15.0	11.2	7.5	3.8	2.8
50.....	25.0	16.7	12.5	8.3	4.2	3.1
60.....	30.0	20.0	15.0	10.0	5.0	3.8
70.....	35.0	23.3	17.5	11.7	5.8	4.4
80.....	40.0	26.7	20.0	13.3	6.7	5.0
90.....	45.0	30.0	22.5	15.0	7.5	5.6
100.....	50.0	33.3	25.0	16.7	8.3	6.2
110.....	55.0	36.7	27.5	18.3	9.2	6.9
120.....	60.0	40.0	30.0	20.0	10.0	7.5
130.....	65.0	43.3	32.5	21.7	10.8	8.1
140.....	70.0	46.7	35.0	23.3	11.7	8.8
150.....	75.0	50.0	37.5	25.0	12.5	9.4

meat often is discarded. A comparison therefore should be based on the cost of a serving of lean meat.

The lean parts of beef, lamb, pork, and poultry are much alike in food value, except that pork is a superior source of thiamine.

Buying the less expensive cuts of meat can mean saving money and getting about the same food value. A serving of lean meat from beef chuck roast, for instance, is likely to be quite a bit less expensive than the lean from prime ribs of beef, yet each provides about the same amounts of nutrients.

Cheaper cuts may be no bargain, however, if they contain such large amounts of bone, fat, and gristle that there is little lean meat.

Liver is exceptionally high in many nutrients. Money spent for it usually is well spent. Other variety meats, like kidney and heart, also are highly nutritious.

Dry beans give high food value for the money spent. You can cut food bills if you use dry beans and peas occasionally as the main dish in place of meat because they cost much less than most meat. Peanut butter is another good value in this group.

Eggs furnish valuable amounts of several nutrients. Eggs of the top market quality, which cost more than eggs of lower grades, are best when flavor and appearance are important, as for frying, poaching, and cooking in the shell.

You save money by buying eggs of the lower market grades when you want eggs for scrambling, baking, or combining with other foods.

Prices may vary for eggs in the same grade, depending on their size. The large eggs cost more. Small eggs often are as good buys as the larger ones.

A good rule to follow is: Small eggs are as economical as large ones when they are at least one-fourth cheaper; medium-sized eggs, when they are one-eighth cheaper. The minimum weight for the large size is 24 ounces per dozen; for the medium, 21 ounces; and for the small, 18 ounces.

Color of the shell may affect egg prices but has no bearing on food value or cooking quality. Therefore select whichever color is the less expensive, if the eggs are of comparable market quality and size.

VEGETABLES and fruit furnish a large share of the vitamin A value and most of the vitamin C that you get from food. Certain vegetables and kinds of fruit can be depended on to give good food value in return for the money spent for them, although prices vary with locality and season.

One day's supply of vitamin A can be bought—as dark-green or deep-yellow vegetables—for a few cents. Examples are carrots, collards, kale, spinach, sweetpotatoes, and winter squash. For a little more money, broccoli, cantaloup, tomatoes in season, and canned tomatoes and juice provide the needed vitamin A.

Most other common fruit and vegetables, including light-green and pale-yellow ones can be expensive sources of vitamin A because they contain such small amounts of it. You also would have to eat large amounts of them to get enough vitamin A for a day. It would take about 7 cups of corn, for instance, or 3 to 4 cups of peas to give as much vitamin A value as one-fourth cup of carrots. Those amounts of corn and peas could cost 10 or more times as much as the smaller amount of carrots.

Ordinarily you would not count on just one vegetable or fruit to supply all the vitamin A in meals. The example, however, points up that some give much more for the money than others.

Even though many vegetables provide less vitamin A value than the dark-green and deep-yellow ones do, the smaller amounts they furnish help toward the total needed for a day.

Oranges and grapefruit and their juice and raw cabbage generally supply the most vitamin C for the money. Some dark-green leaves, po-

Cost of a Day's Supply of Vitamin C From Fruit and Vegetables

Item	Purchase price	Cost of a day's	Amount of food as
	per pound	supply of vitamin C ¹	eaten to give day's supply of vitamin C
	Cents	Cents	
Cabbage.....	10	4	1½ cups, raw.
Oranges.....	10	4	1 medium.
Grapefruit juice and orange juice, frozen.	35	4	¾ cup.
Grapefruit juice and orange juice, canned.	10	4-5	¾ cup.
Grapefruit.....	10	6	½ medium.
Broccoli.....	20	7	⅔ cup.
Kale, trimmed.....	25	7	1⅓ cups.
Collards.....	15	9	1¼ cups.
Strawberries, fresh.....	35	10	1 cup.
Cabbage.....	10	11	2¼ cups, cooked.
Potatoes.....	10	14	4 medium cooked in jacket.
Tomato juice, canned.....	15	15	2 cups.
Strawberries, frozen.....	50	20	¾ cup.
Tomatoes, fresh.....	25	20	2½ medium.
Cantaloup.....	20	21	⅔ medium.
Potatoes.....	10	22	5 cups mashed.
Pineapple juice, canned.....	15	27	3¼ cups.
Peaches, fresh.....	15	35	9½ medium.
Bananas.....	20	50	7½ medium.
Apples.....	15	61	12 medium.

¹ For average adult.

Cost and Nutrient Contributions of Selected Meats and Alternates

Item	Purchase price	Cost of serving	Size of serving ¹	Percent of daily allowances provided by a serving ²				
				Protein	Iron	Thiamine	Riboflavin	Niacin
				Per cent	Per cent	Per cent	Per cent	Per cent
Ham.....	70/pound..	28	3 ounces.....	29	21	38	11	29
Beef rib roast.	75/pound..	25do.....	29	22	4	9	30
Pork chops.do....	25do.....	29	22	59	12	36
Beef chuck roast.	55/pound..	18do.....	32	22	3	10	29
Halibut....	60/pound..	18do.....	33	6	4	4	74
Beef liver..do....	15do.....	30	55	18	198	105
Eggs, large.	60/dozen..	10	2 eggs.....	19	22	7	16	1
Bacon.....	60/pound..	5	2 strips.....	6	4	7	3	7
Peanut butter.	55/pound..	4	2 tablespoons.	12	5	3	2	43
Dry beans..	20/pound..	2	¼ cup, cooked.	16	30	8	6	12

¹ Meat servings are cooked meat without fat, gristle, and bone.

² For an average adult.

tatoes, and sweetpotatoes, properly cooked, give good amounts of vitamin C at moderately low cost.

Tomatoes also are a fairly economical source of vitamin C. Tomato juice and canned tomatoes usually are cheaper for vitamin C except when fresh tomatoes are in season.

Most other common kinds of fruit and vegetables furnish little vitamin C and are seldom economical as the sole source of this nutrient.

Some vegetables and fruit are valued for both vitamins A and C. Examples are some that have dark-green leaves, tomatoes, and sweetpotatoes. Many dark-green vegetables also provide important amounts of other vitamins and minerals. Money used for them generally is well spent.

All fruit and vegetables contribute toward the daily need for several nutrients. A variety of them each day helps insure a good diet.

Canned, frozen, and fresh fruit and vegetables that have been cooked differ somewhat in food value. When properly prepared, however, the differences are small. A good way to save money is to compare the cost of a serving of food sold in different forms and to buy the cheapest.

WHOLE-GRAIN, restored, or enriched cereals and bread can mean extra food value for the money.

Natural whole grains are significant sources of iron, thiamine, riboflavin, and niacin. These nutrients are subject to some loss in the manufacture of certain cereals and in the milling of white flour.

Many breakfast cereals have nutrients added to make partial restoration of losses in milling the whole grain. Such cereals are called "restored." A product may be restored in several nutrients or in only one or two. The selection of nutrients and amounts added is determined by the manufacturer as there is no Federal standard for restored cereals.

Enriched bread is white bread with iron, thiamine, riboflavin, and niacin

added in amounts within the limits specified by the Federal standard for enrichment.

Enriched white bread made with 4 percent of milk solids gives about three times more iron, one and a half times more riboflavin, four times the thiamine, and more than double the niacin than an unenriched loaf that has the same amount of milk solids. Except for the riboflavin, the differences are even greater between whole wheat bread and unenriched bread.

If breads of these types cost the same or if there is a difference of only a few cents in the price of a loaf, the whole-grain or enriched kinds will give the most value for the money.

The same is true of cereals. The best investment of money for breakfast foods is in the whole-grain and enriched or restored kinds. Cereals made from a combination of grains also are likely to give good returns in food value. Many ready-to-eat and ready-to-cook forms are available.

Sugar-coated cereals that are ready to eat cost more, per ounce, than many common unsweetened ones. Some of these sweetened cereals do not have added nutrients. Buying sugar-coated cereals, especially those that are not whole grain or enriched, can be an uneconomical use of food money.

Breakfast cereals promoted as extra high in certain nutrients also are apt to be higher priced. As a result, you may not get any more for your money than when you buy some of the cheaper whole-grain and enriched items.

A serving of cereal may cost less when the larger packages are purchased. Cereals you cook yourself, particularly the kinds that take longer to cook, are nearly always less expensive for a serving than the ready prepared ones.

BAKED GOODS usually can be made at home for less money than when bought ready baked or as mixes. A small group of homemakers in Dawson, Minn., took part in a study to see if it is more economical of time and

Cost of 100 Calories From Selected Fats and Sweets

Item	Purchase price per pound	Cost of 100 Calories	Amount to give 100 Calories
	Cents	Cents	Teaspoons
Butter.....	70	2.2	3
Salad oils.....	40	1.0	2½
Margarine.....	30	.9	3
Lard.....	25	.6	2⅓
Honey.....	35	2.6	5
Molasses.....	20	1.8	6
Sugar, brown.....	15	.9	6
Sugar, white.....	15	.9	6

Cost and Nutrient Contributions of Milk and Selected Milk Products

Item	Purchase price	Cost of serving	Size of serving	Percentage of daily allowances provided by a serving ¹		
				Protein	Calcium	Riboflavin
	Cents	Cents		Percent	Percent	Percent
Milk, whole, fluid....	25/quart.....	6	1 cup.....	12	36	25
Milk, skim.....	20/quart.....	5do.....	13	38	26
Buttermilk.....do.....	5do.....	12	36	25
Evaporated milk....	15/14½-ounce can.	4	1 cup diluted.	13	38	27
Nonfat dry milk.....	45/pound....	2	1 cup reconstituted.	13	40	28
Ice cream.....	55/quart....	7	½ cup.....	4	10	7
Cottage cheese.....	30/pound....	7do.....	32	14	20
Cream cheese.....	80/pound....	5	2 tablespoons.	4	2	4
Swiss cheese.....	85/pound....	5	1 ounce.....	11	33	6
Cheddar-type cheese..	65/pound....	4do.....	10	26	7

¹ For average adult.

money to make baked goods (starting with the ingredients) or to use bought mixes. They saved time using the commercial mixes, but the cake, cookies, piecrust, and biscuits cost more than those they made starting with individual ingredients.

When you compare the cost of home-baked goods with mixes and ready-to-eat items, compare those that are alike. For example, compare the cost of a cake mix for yellow cake and the

extra ingredients the directions call for with what it would cost you to make a comparable plain yellow cake. The cost of a fancy or extra rich cake that might be baked at home should not be compared with that of a plain product, mix, or purchased cake.

Fats and sugars tend to be inexpensive sources of calories. The cheaper fats and refined sugars are among the most economical foods for calories only.

MORE OF THE food preparation is being taken out of the home kitchen.

We should expect that these added conveniences raise the prices of the foods. There are exceptions. Frozen and canned fruits and vegetables, for instance, may be cheaper than the fresh, especially when the fresh ones are out of season and in short supply.

Reasons for lower cost may be that fruit and vegetables are canned and frozen when supplies are large and prices low. Savings are made in transportation because only the edible parts of the foods are retained. Other savings may come because there is none of the waste that occurs in the handling and storage of perishable produce.

Money can be saved even when buying convenience foods, however.

To illustrate: Some cake mixes give more servings from a package than others. Some call for additional ingredients, such as egg or milk. To compare fairly the cost of mixes for the same type and quality of cake, we need to add the price of any extra ingredients to that of the package of mix. The next step is to determine the cost of a serving from the different mixes. By this means it is easy to see which is cheapest.

DOES YOUR MIND divide each item you wish to purchase into the number of servings it will yield? Do you often wonder if the fresh, canned, or frozen fruit is cheaper? You can calculate the relative cost of food items by dividing the number of servings yielded into the cost of the item.

You can make these calculations every time you shop, or you could make yourself a table. In the farthest column to the left, place a series of prices, for example from 5 to 50 cents. At the top of the columns list horizontally the typical number of servings for various units of retail items. Divide each number into each price. Place the appropriate price per serving opposite the price and under each number of servings. For example, opposite 10 cents and under two servings, place 5

cents as the cost of a serving, and under four servings, 2.5 cents the cost per serving. Continue in this manner for all prices and servings until the table is complete.

To use this table, you may want to compare the cost per serving of canned and frozen peas. The can gives four servings and costs 25 cents. Opposite 25 cents in the column to the left and under four servings, you will find 6.2 cents. This is the cost per serving for the canned variety. The box of frozen peas gives three servings and costs 20 cents. Opposite 20, and under three servings, the cost of the frozen peas is 6.7 cents per serving.

A guide for the number of servings to expect from market units of food you buy is a convenient tool to have in purchasing foods.

For milk, a serving size is usually 1 cup; for cheese, 1 ounce; and for ice cream, one-half cup. The servings per market unit can be easily estimated from these amounts.

The number of servings to expect from a pound of meat varies from one to two servings for bony cuts to about four servings for boneless cuts.

It is harder to estimate the number of servings per pound for fresh vegetables and fruit because of the variation in the amount that has to be trimmed in preparation for cooking. For example, lima beans in the pod or corn on the cob yield about two servings (one-half cup cooked) per pound; green snap beans or carrots yield four or five servings per pound. The trimmed, fresh greens usually purchased in packages yield a greater number of servings per pound than the bulk, untrimmed vegetables.

For cooked or ready-to-eat cereals count about 16 servings to the pound or an ounce for each serving.

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Servings per Market Unit for Selected Foods

<i>Food as purchased</i>	<i>Serving size</i>	<i>Market unit</i>	<i>Approximate number of servings per market unit</i>
<i>Milk, cheese, ice cream:</i>			
Milk:			
Fluid, whole.....	1 cup.....	1 quart.....	4.
Evaporated.....	1 cup diluted.....	1 1/2-ounce can.	3 1/2.
Nonfat dry milk solids.....	1 cup reconstituted..	1 pound.....	16 to 20.
Cheese:			
American.....	1/4 cup grated or 1 ounce.	...do.....	16.
Cottage.....	1/8 cup.....	12-ounce package.	4 1/2.
Cream, coffee.....	2 tablespoons.....	1/2 pint.....	8.
Ice cream.....	1/2 cup.....	1 quart.....	8.
<i>Meat, poultry, fish:</i>			
Meat.....	Cooked lean meat 2 1/2-3 ounces unless otherwise specified.		
Boned or boneless, ground... With some bone, as chops, steaks, roast.	1 pound.....	About 4. 2 to 3.
With large amount of bone, as spare ribs, shank, brisket, short ribs.do.....	1 or 2.
Poultry: Fresh and frozen:			
Chickens:			
Broilers, ready-to-cook...	1/2 bird.....	1 bird.....	2.
Fryers, ready-to-cook...	1 meaty plus 1 bony piece.	...do.....	4.
Stewers, roasters.....	2 1/2-3 ounces cooked lean meat.	1 pound.....	1 1/2 to 2 1/2.
Turkeys, ready-to-cook.....	...do.....	...do.....	About 2.
Fish: Fresh or frozen:			
Fillets.....	2 1/2-3 ounces cooked.	...do.....	3 to 4.
Whole fish.....	...do.....	...do.....	1 1/2 to 2.
Fish sticks, frozen.....	3-4 sticks.....	10 ounces....	2 to 2 1/2.
Shellfish:			
Oysters, shucked.....	4 medium.....	1 pint.....	4 to 5.
Shrimp, fresh or frozen (green).	5 medium large....	1 pound.....	5 to 6.
Shrimp, fresh or frozen, cooked, peeled, cleaned.	2 ounces cooked meat.	...do.....	8.
Canned:			
Luncheon meat, corned beef.	3 ounces.....	12-ounce can.	4.
Chicken, turkey, boned.....	...do.....	6-ounce can..	2.
Salmon.....	2 1/2-3 ounces.....	1-pound can.	4 to 5.
Tuna fish in oil, solid pack or chunk pack.	...do.....	6 1/2-7-ounce can.	2.
Dried: Chipped beef.....	2 ounces cooked....	4-ounce package.	2 1/2.
<i>Vegetables:</i>			
Fresh: Untrimmed unless indicated:			
Asparagus, lima beans in pod, broccoli, corn in husk, peas in pod.	1 pound.....	About 2.
Winter squash, greens, spinach, mashed sweetpotato.do.....	2 to 3.

<i>Food as purchased</i>	<i>Serving size</i>	<i>Market unit</i>	<i>Approximate number of servings per market unit</i>
<i>Vegetables—Con.</i>			
Beets without tops, chard, cauliflower, collards, kale, potatoes, mashed or cubed, yellow summer squash, most root vegetables except carrots.	½ cup cooked unless otherwise indicated.	1 pound.	3 to 4.
Beans, snap or wax, brussels sprouts, cabbage, carrots (without tops), eggplant, okra.do.....	4 to 5.
Kale, trimmed.....do.....	4 to 5.
Potatoes.....	1 baked medium....do.....	2 to 3.
Sweetpotatoes.....do.....do.....	2 to 2½.
Tomatoes.....	1 small raw.....do.....	4.
Spinach, trimmed.....do.....	3½.
Canned: All kinds.....	½ cup heated.....	8-ounce can..	2.
		16-17-ounce can.	4.
		20-ounce can.	4 to 5.
		29-ounce can.	6 to 7.
Frozen: All kinds.....	½ cup cooked.....	10 ounces....	3.
Dried: Beans and peas any variety.do.....	1 pound.....	11.
<i>Fruits:</i>			
<i>Fresh:</i>			
Apples, bananas, oranges, pears.	1 medium.....do.....	3.
Peaches.....do.....do.....	4.
Plums.....	3 medium.....do.....	4.
Watermelon.....	1 slice or wedge....do.....	2½.
<i>Berries:</i>			
Blackberries, blueberries.	½ cup whole, raw...	1 quart.....	8 to 9.
Cherries.....do.....	1 pound.....	5.
Cranberries.....	½ cup chopped, raw.do.....	6.
Raspberries.....	½ cup whole, raw...	1 pint.....	5 to 5½.
Canned: All fruits.....	½ cup or 2 pieces of fruit and juice.	8½-8¾-ounce can.	2.
		9-ounce can..	2.
		16- to 17-ounce can.	4.
		20-ounce can.	5.
		29-ounce can.	7.
Frozen.....	½ cup.....	10 ounces....	2 to 3.
Dried: Apricots, peaches, prunes.	½ cup cooked fruit and juice.	1 pound.....	11 to 12.
<i>Juices—Vegetable and fruit:</i>			
Canned (single strength).....	½ cup.....	18-ounce can.	4 to 5.
		46-ounce can.	11.
Frozen (concentrated 3 to 1)....	½ cup reconstituted juice.	6-ounce can..	6.
<i>Bread, Cereal Products, Baked Goods:</i>			
Bread.....	1 slice.....	1 pound.....	16.
<i>Crackers:</i>			
Graham.....	2 crackers.....do.....	30.
Soda.....do.....do.....	35.
Macaroni, noodles, spaghetti....	¾ cup cooked.....do.....	10 to 12.
Rice.....	½ cup cooked.....do.....	16 to 17.