

GOOD YEAR BOOKS

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READING

FOR

SURVIVAL

IN TODAY'S SOCIETY

ELSA WOODS &
BEVERLY LANCASTER

BOOK 2

Illustrated by Douglas Klauba

 GOOD YEAR BOOKS

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Printed in the United States of America.

ISBN-13: 978-1-59647-287-7

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Food Purchase and Preparation

Focusing

After completing this module you should be able to:

- ▶ read basic information found on coupons
- ▶ associate coupons with use
- ▶ compare prices for the same item through use of coupon or advertised specials
- ▶ plan a meal based on specials
- ▶ compare prices of different brands of the same food item
- ▶ understand words found in recipes
- ▶ follow a recipe to prepare a food item

Surveying the Field

From production to consumption, foods are associated with printed information on a variety of topics, such as crop success or failure, availability and “season,” cost, additive content, and nutritional value. Words related to food are found in television advertisements, on food containers, in menus and recipes, and in newspaper and magazine articles.

In 1989, Americans spent a greater percentage of money for foods, beverages, and tobacco than for any other items for personal use.¹ Because so large a part of our budgets is spent on food and because good nutrition is so important for good health and quality living, we need to be able to locate and evaluate information pertaining to the production, selection, preparation, and consumption of food.



¹ United States Bureau of the Census. *Statistical Abstract of the United States: 1991*. 111th ed. (Washington, DC: U.S. Bureau of the Census, 1991), 436.

Knowing the Terms

Coupon form that provides a savings

Redeem to turn in and receive something back

Expired no longer good

Processed not in a natural state, but prepared or changed

Artificial not real

Dehydrated liquid removed

Condensed having the water removed; reduced to a thicker consistency

Ingredients contents

Valid good; not expired

Submit to give in; to give to

Applicable applies

Redemption the process of turning in product information that is required by the manufacturer in order to get a refund, rebate, or special cost allowance

Setting the Stage

Food purchase and preparation are interesting tasks approached in various ways. Some people sit down, plan their meals for a week, and then go to the grocery store and purchase the necessary ingredients. Others go to the store, see what looks appealing, and buy their groceries. Still others watch the paper for specials and coupons and purchase those items.

How will you approach these tasks? Why?

How do your parents approach these tasks? Why?

What advantages and disadvantages do you see in your method compared to that of your parents?

Understanding the Process

One way people save money is by collecting and using the coupons found in local newspapers, magazines, or special mailings. While the coupon is intended as a form of advertising, you can save money if you use it to purchase an item you would buy anyway.

Every Sunday, Seth carefully scans the coupons found in the Sunday paper. As these coupons are good for weeks or months, he uses them as he plans menus. If Seth were to use each coupon he cut from this week's paper, how much would he save?

MANUFACTURER COUPON EXPIRES OCT. 31, 1992 **50¢/2**

50¢ OFF ANY 2
Quaker OvenStuffs[®]



Chicken, Broccoli & Cheddar
 Turkey Swiss
 Chicken with Country Vegetables
 Turkey, Cheddar & Bacon
 Italian Sausage & Pepperoni

IN YOUR GROCER'S FREEZER SECTION

RETAILER: Quaker will redeem ONE (1) COUPON PER PURCHASE in accordance with our redemption policy. Copies available upon request. Cash value .001¢. Void if transferred or copied. Void where taxed or prohibited by law. Mail coupons to: Quaker Oats, 800 Springer Drive, Lombard, IL 60148. © 1992 QOC. EXPIRES OCTOBER 31, 1992. VAS

VOID

5 30000 68024 2

MANUFACTURER COUPON EXPIRES SEPTEMBER 30, 1992

25¢ OFF ANY
Aunt Jemima[®]
 MICROWAVE
PANCAKES OR
FRENCH TOAST



RETAILER: Quaker will redeem ONE (1) COUPON PER PURCHASE in accordance with our redemption policy. Copies available upon request. Cash value .001¢. Void if transferred or copied. Void where taxed or prohibited by law. Mail coupons to: Quaker Oats, 800 Springer Drive, Lombard, IL 60148. © 1992 QOC. EXPIRES SEPT 30, 1992. VAS

VOID

5 30000 60025 7

MANUFACTURER COUPON EXPIRES SEPTEMBER 30, 1992

\$1.00 OFF ANY
VALUE PACK



CAP'N CRUNCH[®]
 CEREAL

RETAILER: Quaker will redeem ONE (1) COUPON PER PURCHASE in accordance with our redemption policy. Copies available upon request. Cash value .001¢. Void if transferred or copied. Void where taxed or prohibited by law. Mail coupons to: Quaker Oats, 800 Springer Drive, Lombard, IL 60148. © 1992 QOC. EXPIRES SEPTEMBER 30, 1992. VAS

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5 30000 22076 9

MANUFACTURER COUPON EXPIRES AUGUST 31, 1992 **55¢/2**

55¢ OFF ANY 2
 16 oz. 4-Packs, 32 oz.
 46 oz., 64 oz. or 128 oz.

GATORADE[®] or GATORADE LIGHT
 THIRST QUENCHER LOW CALORIE THIRST QUENCHER



RETAILER: Quaker will redeem ONE (1) COUPON PER PURCHASE in accordance with our redemption policy. Copies available upon request. Cash value .001¢. Void if transferred or copied. Void where taxed or prohibited by law. Mail coupons to: Quaker Oats, 800 Springer Drive, Lombard, IL 60148. © 1992 QOC. EXPIRES AUGUST 31, 1992. VAS

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5 52000 17028 8

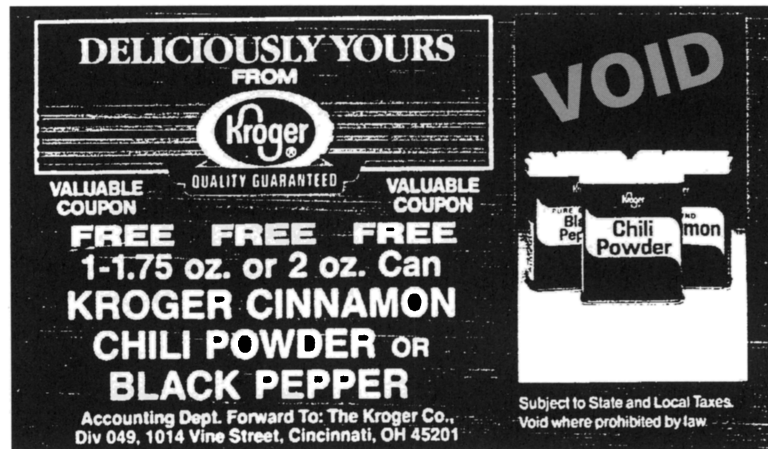
Practicing the Process

Activity 1

Reading Basic Information on Coupons

Grocery stores frequently provide coupons for their own name brands. They can usually be found at the front of the store. Sometimes there is a bulletin board where other shoppers can place coupons they do not use. This enables all shoppers to save money.

Refer to this Kroger coupon to answer the questions that follow.



a. At what store can you redeem the coupon?

b. What can you get with this coupon?

c. What is the only cost associated with this coupon?

d. Can you get any size container of this item free with this coupon? Why or why not?

e. What does “void where prohibited by law” mean?



Activity 2

Reading Comparable Ads for the Same Item

The newspaper frequently prints coupons for various products. The Sunday paper carries supplements of coupons. Turn to your Sunday newspaper. Find at least three ads for the same product. Read the ads and answer the following questions.

Name the product _____

a. Compare the ads for your product by completing the chart.

<u>Store</u>	<u>Brand</u>	<u>Size</u>	<u>Price</u>
--------------	--------------	-------------	--------------

b. Which is the best buy? Why?


c. If it is difficult to determine, explain why.

d. What special things did the ad do to draw your attention to the item?


Activity 3

Locating Information Explaining a Product that can be Ordered with a Coupon

Refer to the Swanson Hungry-Man NFL Video Offer information and answer the questions that follow.



FREE NFL VIDEO OFFER (WITH PROOFS OF PURCHASE)
"THE NFL'S HUNGRIEST MEN OF THE 90'S VOL. 3"
 Order Your Own Official NFL Films Video of the Hungriest Men, Teams and Coaches,
 All On One Action-Packed 44-Minute VHS Video Cassette



SWANSON HUNGRY-MAN® NFL™ VIDEO OFFER FORM

FREE QUANTITY For Each Video Cassette Ordered, I Have Enclosed 6 HUNGRY-MAN DINNER OR 6 HUNGRY-MAN POT PIES Proofs of Purchase PLUS \$1.25 Check or Money Order For Postage & Handling Made Payable to Swanson Hungry-Man Video.
 OR
 \$1.99 QUANTITY For Each Video Cassette Ordered, I Have Enclosed 2 HUNGRY-MAN DINNER OR 2 HUNGRY-MAN POT PIES Proofs of Purchase PLUS \$9.24 Check or Money Order Made Payable to Swanson Hungry-Man Video. (\$9.24 includes \$7.99 Plus \$1.25 Postage & Handling)

MAIL TO: HUNGRY-MAN VIDEO, P.O. BOX 5744, CLINTON, IA 52735

NAME _____
 ADDRESS _____
 CITY _____ STATE _____ ZIP _____

Offer good until 5-31-93 or while supplies last. Good only in U.S.A., Puerto Rico and U.S. Military Installations. Please allow 8 weeks for delivery. Void where taxed, restricted or prohibited by law. Campbell Soup Co. reserves the right to limit participation in this offer. Free video tape request must be accompanied by this form which may not be reproduced.

a. What is this offer going to provide you?

b. Describe the steps you must take to receive the video.

or

c. To what address do you mail the order?



Activity 3 (continued)

Locating Information Explaining a Product that can be Ordered with a Coupon

d. What conditions apply to this offer?

e. How long will it be before you can expect to receive the video?
