FOR RESTAURANTS, HOSPITALS AND SCHOOLS

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AN EVALUATION OF MARKETING INFORMATION FOR RESTAURANTS, HOSPITALS AND SCHOOLS

By

Marjorie Delaine Boyts

A THESIS

Submitted to the College of Agriculture
Michigan State University of Agriculture and Applied Sciences
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1957

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AN ABSTRACT

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ABSTRACT

The purpose of this study was to evaluate the food information distributed to quantity food users by the Michigan Marketing Information for Consumers (MIC) Program of the Cooperative Extension Service.

The 710 restaurants, schools and hospitals (including convalescent and homes for the aged) in the Detroit and Flint areas which have been receiving "Food Scoop" (a monthly release dealing with quantity food buying). were surveyed by mail or telephone. Replies were received from 65 percent. All of the Lansing restaurants listed in the 1957 telephone directory (132) were surveyed by mail or personal interview to determine the potential usefulness of such information for the general restaurant population. Replies were received from 78 percent.

A study of menu planning and food buying practices was made to determine the kinds of information needed by different quantity food users. About one-half of the schools and hospitals used cycle menus, but they reported that menus were frequently subject to change. Hospitals reported that seasonal price was a big factor in menu selections. Schools reported that the children's preference and surplus commodities affected menu selections more than "good seasonal buys." About two-thirds of the restaurants made daily changes in menus, but they reported that customer demand was of more importance than seasonal price in menu selections.

All quantity food users were asked to rate "Food Scoop." Eighty-seven percent of the hospitals, 83 percent of the schools and 42 percent of the restaurants reported that "Food Scoop" was very useful. Restaurants, schools and hospitals ranked the usefulness of the different kinds of "Food Scoop" information in the following order: 1) food trends, 2) new ideas and methods, 3) meat and produce prices, and 4) recipes.

Based upon the findings of the study the following recommendations were made for revising the "Food Scoop" publication and its distribution:

"Food Scoop" Revisions

1. Write food trends in chart form and include seasonal supply patterns; add brief items of interest on marketing processes.

2. Include buying tips such as information on produce varieties and buying terminology, primal and portion-cut meat comparisons and news items for meat and produce.

3. Give meat and produce prices regularly for only the standard items purchased; add the prices quoted the previous month. Give prices separately for seasonal specials and price comparisons for canned and frozen fruits and vegetables.

4. Direct information on new ideas and methods more specifically to each type of quantity food user. Reduce amount of information.

5. Omit recipes from periodic releases.

Preparation of "Food Scoop"

1. Prepare monthly in the state MIC office one page of food trends and one page of buying tips for restaurants, hospitals and schools.

2. Prepare monthly in the Quantity Food Service Laboratory of the College of Home Economics one page of food information for schools and hospitals.

3. Prepare monthly in the Tourist and Resort Service of the School of Hotel, Restaurant and Institutional Management one page of food information for restaurants.

4. Prepare monthly in the Detroit MIC office a price sheet for Detroit restaurants.

Distribution of "Food Scoop"

1. Mail the hospital release directly or through the Michigan Department of Health.

2. Mail the school release through the office of the State Superintendent of Public Instruction.

3. Distribute the release to restaurants and private schools through the local MIC consumer agents.

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CHAPTER I

INTRODUCTION

I. Michigan Marketing Information for Consumers Evaluation Project

Michigan's marketing program "to strengthen Michigan agriculture through marketing research and education" was made possible by funds appropriated by the State Legislature in 1954. Marketing Information for Consumers' (MIC) projects in eight cities were operating by January 1955. In 1956 projects were added in two more cities.[1]

In July 1956, after the program had been operating for two and one-half years, an evaluation study of the state program was set up with the Department of Agricultural Economics of Michigan State University and the Cooperative Extension Service. The general objectives of the study are:[2]

1. To obtain information about consumers which will contribute to the development of a more effective extension program.
2. To obtain some measure of the effectiveness of particular parts of the consumer information program.
3. To obtain information which will contribute to our basic understanding of the processes involved in consumer buying decisions.
4. To develop and/or test evaluation techniques which can be used by individual MIC agents.

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[1] Annual Report 1956, AMA Project-Michigan 4525-6, Marketing Information for Consumers, (Cooperative Extension Service, Michigan State University, East Lansing, Michigan), p. 6.

[2] Ibid., p. 22.

From the beginning of the program, quantity food users were recognized as a large group of consumers needing buying information. By 1955 two cities, Detroit and Flint, were distributing special releases for quantity food users called "Food Scoop." Traverse City, Marquette and Lansing began brief releases in 1956.[3] Because of the increased use of time and money spent on information for quantity food users, this phase became an important part of the evaluation project.

II. Objectives of Thesis

The purpose of this thesis, which is one part of the MIC evaluation project, is to study and make recommendations for the future size and kind of program for quantity food users. To be able to make these recommendations, information from the groups being served was needed on the following:

What are some typical buying practices?

How and when are menus planned?

What are their sources of buying information?

Does "Food Scoop" provide additional information?

Is "Food Scoop" useful?

What kinds of information are useful?

How can information be written to be most useful?

What are the costs in distributing "Food Scoop?"

Does "Food Scoop" meet the MIC objectives?

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[3] Ibid., p. 14.

This study attempts to answer these questions to provide a basis for making recommendations.

III. Survey Methods

Restaurants, industrial feeders, caterers, hotels, country clubs, county and state hospitals, private and city hospitals, convalescent and homes for the aged, college dormitories, fraternities, etc. could be classed as institutions serving food. In order to limit this study only restaurants, schools and private or city hospitals (including convalescent-type homes) were analyzed.

Detroit and Flint were the main test cities for this study. These projects have been distributing "Food Scoop" for about two years to restaurants, schools, hospitals and other large food buyers.

A four page questionnaire with twenty-five questions was prepared with the assistance of the School of Hotel, Restaurant and Institutional Management (Tourist and Resort Service) and the Institution Administration Department of Michigan State University.[4] The questionnaire was in two sections. The first part, which differed for restaurants, schools and hospitals, contained questions on menu planning and buying practices. The second part was the same for all and contained questions on the usefulness of "Food Scoop." A sample of "Food Scoop" accompanied the questionnaire.

A total of three mailings of the questionnaires was sent during

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[4]See Appendix for sample copy.

May, June and July to a 1957 revised mailing list in Detroit and Flint. An alternate form consisting of one question on usefulness was offered on the third mailing. A phone survey, consisting of about five questions, was conducted in August for the restaurants failing to respond to the mail questionnaire.[5]

Since the Detroit and Flint restaurants, hospitals and schools had asked to remain on the "Food Scoop" mailing list, the survey sample was not representative of all quantity food users in the areas. To supplement the information received about restaurants a similar questionnaire was sent to all the restaurants listed in the Lansing telephone directory.[6] None of these had ever received "Food Scoop." They were questioned as to the potential usefulness of such information for them.

Two mailings were made during May and June. During July and August personal interviews were conducted for the non-respondents. Restaurant Management students were used as interviewers.

From these surveys and from information obtained in interviews with wholesalers, state health and school lunch administrators and professional restaurant and institutional management personnel, this study attempts to evaluate marketing information for restaurants, schools and hospitals.

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[5]See Appendix for sample copy.

[6]Ibid.

IV. Michigan MIC Program Objectives

Appropriation of Federal funds for consumer education in cooperation with the states originated with the Research and Marketing Act of 1946. Section 203 f of this act reads:

> To conduct and cooperate in consumer education for the more effective utilization and greater consumption of agricultural products.

The Michigan House Bill No. 436 of 1954 appropriated funds to strengthen Michigan agriculture through marketing research and education. This included funds for consumer education agents. The Michigan MIC program accepted the objectives set up by a national marketing committee and a committee representing five states.[7] An outline of these objectives is:

1. To aid in the orderly marketing of agricultural commodities.
2. To assist in the more effective use of agricultural products.
3. To help consumers get maximum satisfaction from their purchases of agricultural products.
4. To help consumers develop a better understanding of the marketing system, functions and problems.
5. To motivate people to adopt improved buying practices.

In addition to these general objectives of the total program, the Michigan program has outlined specific objectives for quantity food users.[8] They are as follows:

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[7] Annual Report 1955, AMA Project-Michigan 96-1, Marketing Information for Consumers, (Cooperative Extension Service, Michigan State University, East Lansing, Mich.) p. 4.

[8] Unpublished--received from Michigan MIC office.

1. To provide quantity food users with regular and timely information on price trends and peak seasons of supply and quality of agricultural food products.

2. To provide information that will assist quantity food users in making wise choices in terms of serving consumers and taking advantage of supply situations so as to ultimately aid orderly movement of products.

3. To assist quantity food users in understanding marketing situations that affect supply, price and quality.

4. To provide information that will assist quantity food users in making wise use of foods purchased.

5. To open other avenues to reach consumers.

V. Michigan MIC Program for Quantity Food Users

During 1956 consumer marketing information agents were located in ten cities--Marquette, Traverse City, Muskegon, Grand Rapids, Saginaw, Flint, Pontiac, Detroit, Lansing and Kalamazoo. Five cities (Detroit, Flint, Traverse City, Lansing and Marquette) distributed a special monthly release, "Food Scoop for Institutions." The Detroit and Flint program was also operating during 1955.

In Traverse City, Lansing and Marquette an abbreviated form of "Food Scoop" was used. These cities have sent the material entitled "From the Big Kitchen." "Food Scoop" distribution in 1956 was:[9]

Lansing	22 fraternities and schools
Marquette	13 hospitals
Traverse City	176 restaurants, schools and hospitals

[9]Unpublished--received from consumer agents in Lansing, Marquette and Traverse City.

In Flint and Detroit more complete buying information was distributed. "Food Scoop" included not only the section entitled "From the Big Kitchen" (or "Headliners") but also food trend information for the coming month, local prices on meat and fresh produce and from time to time other information related to quantity food buying and use. "Food Scoop" distribution in 1955 and 1956 was:[10]

Detroit	1998	restaurants, schools, hospitals
	259	wholesalers, professional people
	2257	
Flint	200	restaurants, schools, hospitals, professional people

The original receivers of "Food Scoop" in Detroit and Flint were not from complete lists of the quantity food users in the areas. Mailing lists were made from names from the restaurant association, dietetic association, hotel association, County Health Departments and Boards of Education. Each year mailing lists are revised. During the last part of 1956 and early 1957, all recipients were asked if they wished to continue receiving "Food Scoop." The Detroit and Flint lists were revised to include the following distribution:[11]

Detroit	738	restaurants, schools, hospitals
	115	wholesalers, professional people
	853	
Flint	150	restaurants, schools, hospitals, professional people

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[10]Annual Report, 1955, op. cit., pp. 18-20.

[11]Unpublished--received from consumer agents in Detroit and Flint.

"From the Big Kitchen"

This quantity food material, two or three pages in length, was prepared by Dr. Pearl Aldrich, Food Service Laboratory, Michigan State University and distributed in all five cities sending "Food Scoop."[12] In Detroit it was called "Headliners." The following is an outline of the subject material for 1956. All information related to quantity food use. Recipes (50-100 servings) were frequently a part of the information.

January	Weights and Measures Potatoes
February	Equivalents and Substitutes (mainly dry milk) Frozen Cherries
March	Meat Cookery (lamb) Lenten Ideas
April	Vegetable Cookery (asparagus) Spring Greens
May	Time Economy in Preparation Sauces with Sparkle
June	Salad Preparation Strawberry Shortcake
July	Fruit Desserts What to Watch in the Kitchen to Safeguard Public Health
August	Garnishes Developing Time Saving Tools for the Kitchen Which Help Control Production and Cost
September	Featuring Blueberries Ideas for Creamed Dishes
October	Cheese on the Menu Meat Pie with Personality
November	(Program ended)

[12]See Appendix for sample copy.

"Food Scoop" in Detroit

"Food Scoop" (about five sheets or eight pages) was sent out the first of each month.[13] A bluecover sheet identified the bulletin and the second sheet outlined the MIC program. The next three sheets were mimeographed on both sides and contained the following sections:

Food Trends in the Detroit Area. This section consisted of about two pages of general descriptive material on a outlook for meat, poultry, fish, dairy, fresh fruits and vegetables and canned goods and staples. The main foods were listed in categories of "plentiful," "moderate" and "light" supplies.

"Headliners." During 1956 this material was "From the Big Kitchen." During 1957 quantity food material was taken from published information by Miss Lenore Sullivan, Iowa State College.

"Count Your Pennies." This section consisted of one or two pages of itemized wholesale prices. They were obtained a few days preceding publication from several wholesalers in the Detroit area who sell meats, fish and fresh fruits and vegetables to quantity food users. During 1956 the meat prices were given in cost per ounce and in 1957 in cost per pound. About eighty different meat and fish items were listed. About thirty-five different fruits and vegetables were listed each month.

"Food Scoop" in Flint

"Food Scoop," eight or nine pages, was sent out the middle of the

[13] See Appendix for sample copy.

month.[14] The cover sheet had a permanent "Food Scoop" identification printed in green ink with a mimeographed outline of monthly content and Flint MIC program. The remainder was divided into the following sections:

Food Trends in the Flint Area. This consisted of about two or three pages of descriptive material on the outlook for meat, poultry, fish, dairy, fresh fruits and vegetables and canned goods and staples. Frequently, the food trends were written to indicate specifically that certain items were up or down a few cents.

"From the Big Kitchen." During 1956 this material was prepared by Dr. Pearl Aldrich. During 1957 some of Dr. Aldrich's material was reprinted and other material was taken from published information by Lenore Sullivan, Iowa State College.

Fresh Fruit and Vegetable Prices. About one or two pages were devoted to itemized wholesale prices of about fifty to sixty different items. Sometimes, prices were listed for several varieties of fruits or vegetables.

Meat Prices. About fifty meat and fish items were listed with the expected servings per pound and the approximate cost per serving. The prices were obtained from wholesale sources several days before "Food Scoop" was released.

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[14]See Appendix for sample copy.

VI. "Quantity Food Purchasing" Circular

This twenty-five page circular was printed by Michigan State University in November 1956 and several thousand copies have been distributed over Michigan.[15] It includes the following sections:

Food Purchasing Guides. This section contains suggestions on how to buy. It gives charts of months when Michigan fresh fruits and vegetables are available.

Containers and Their Equivalent Weights. This contains charts with container sizes and weights for quantity purchasing of fresh, frozen and dried fruits and vegetables and staples.

Canned Foods. This section contains charts on can sizes, yields, number of servings, net weights, cans per case and common uses.

Portion Servers. This contains charts on yields with different size servers.

Quantities for Fifty. This section contains charts on portion sizes and approximate amount to purchase for fifty people for baked goods, dairy products, fruits, meat, poultry, seafood, staples and vegetables.

VII. MIC Programs for Quantity Food Users in Other States

Kansas City, Missouri

"Food for Institutions" was a two to four page monthly bulletin.[16]

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[15]Gladys E. Knight, Quantity Food Purchasing, Circular R-500, (Agricultural Experiment Station, Cooperative Extension Service, East Lansing, Michigan, November 1956).

[16]Food Marketing Program, Food for Institutions, (Cooperative Extension Work in Agriculture and Home Economics, 4051 Broadway, Kansas City 11, Missouri).

A list of plentiful foods was featured each month. Each food was then briefly discussed giving suggestions on buying, serving and expected yields. A week's menus and several recipes were attached. This program closed May 31, 1957.

New England Regional Project

"Food Facts Digest" has been a one and one-half page monthly bulletin.[17] A list of about fifty good food buys for the week has been given. About one-half page has been devoted to a brief discussion on how to buy and serve one food or food group. This selection has not necessarily been on the plentiful list. Supplies of local produce have sometimes been discussed. One menu and one recipe (twenty-five servings) have been given for the featured food which was discussed.

New York, Connecticut, New Jersey Regional Project

"Highlights" has been a two page biweekly bulletin.[18] The first page has been devoted to a brief discussion of supplies and trends of about a half dozen foods. In the copies reviewed (five) no red meat trends were given. They covered produce, dairy, fish and poultry. Usually one item has been highlighted and two or three recipes (twenty-five and fifty servings) and a menu has been given featuring this food. The bulletin has been prepared with the help of the Department of

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[17]Food Marketing Program, Food Facts Digest, (New England Extension Services Marketing Information Office, 408 Atlantic Ave., Boston, 10, Massachusetts).

[18]Food Marketing Program, Highlights, (Cooperative Extension Work in Agriculture and Home Economics, 11 Park Place, New York, 7, New York).

Institution Management, Cornell University. Two quantity-food buying leaflets have been prepared by the Food Marketing Program, "Buying Food for Your Camp"[19] and "Buying Food for Your Nursing Home."[20] Both are about thirty page leaflets. Information mainly covers menu planning and food marketing tips.

Ohio, Kentucky, Indiana Regional Project

"Food Cues and Views for Institutions" has been a two page biweekly bulletin.[21] The first page has been divided into four or five sections--fruits, vegetables, meats, poultry and eggs and other. A brief description (fifty to one hundred words) has been given on supplies and trends for the month for each food group. One food has been selected from this entire group and one page has been devoted to hints on buying and serving, grades, varieties, yields and comparisons of fresh with canned. In the bulletins reviewed no recipes or menus were given.

VIII. Ohio MIC Restaurant Evaluation Study

In this study an attempt was made to answer three questions.[22]

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[19]Agnes C. Foley, Buying Food for Your Camp, Food Marketing Leaflet 10, (Food Marketing Program, New York State Extension Services, Cornell University, Ithaca, New York).

[20]Dorothy M. Proud, Buying Food for Your Nursing Home, Food Marketing Leaflet 12, (Food Marketing Program, New York State Extension Service, Cornell University, Ithaca, New York).

[21]Food Marketing Program, Food Cues and Views for Institutions, (Cooperative Extension Work in Agriculture and Home Economics, 18 E. 4th St. Bldg., Cincinnati 2, Ohio).

[22]Don L. Long, Extension Marketing Information and the Restaurant Industry, (Consumer Food Marketing, Agricultural Extension Service, Ohio State University).

Do restaurant personnel need food marketing information? Will they use it if it is made available to them? Are there any guides as to how they want this information and how best to get it to them? Below the main answers concluded to these questions are listed.

Do Restaurant Food Buyers Need Marketing Information?

> The restaurant industry is composed largely of individually owned establishments....Relatively few operators have been trained specifically in the restaurant business....Also, the restaurant industry is relatively unorganized, for the restaurant association will comprise only a relatively small proportion of the total restaurant population. Those outside the organization have few alternative sources of assistance to which they may turn for answers....Also, few restaurant operators have had marketing training or experience....All this indicates that there is a need for food marketing information among restaurant operators.

Will They Use Food Marketing Information?

> The Cincinnati MIC project has been distributing a food marketing biweekly release, "Food Cues and Views for Institutions" to about 150 restaurant operators for almost a year.... Twenty-five restaurant operators on the mailing list were interviewed to obtain their reaction to this release.... Almost two-thirds of the restaurant operators interviewed stated that they had found this food marketing information valuable in their restaurant operations. ... The type of information most frequently listed as valuable was the preview of wholesale market conditions.... Other types of information listed as having been used were quality guides, serving suggestions, quantity guides and possiblities for substituting one food for another.

Are There Any Guides as to How They Want This Information and How Best to Get it to Them?

> Here are a few hypotheses which we have developed as we have worked with restaurant operators in Cincinnati.... Any food marketing release should be short.... To change major practices is difficult but small practices may be changed relatively easily. Slight flavoring, preparation or substitution variations to alleviate the sameness are appreciated but few restaurant operators express a desire for complete recipes, menus or major changes in preparation

precedures.... The restaurant operator is primarily interested in profits. So the big appeal to him is how food market information can help him increase his profits.... Cooperation with the local restaurant association is one method by which restaurant operators of "better" restaurants may be reached.... Another possible technique for reaching a considerable number of operators is by informing the restaurant purveyors or suppliers of food of the possibilities and advantages of more food marketing information.

CHAPTER II

MARKETING INFORMATION FOR RESTAURANTS IN DETROIT AREA, FLINT AND LANSING

I. Restaurants Surveyed

In the state of Michigan there are about 7,638 restaurants which do a total of about $369,236,700 annually in food business. About 1,560 or 20 percent of the restaurants have a sales volume of $50,000 or over annually. The Detroit area has about one-fourth of the restaurants of the state, but does over 50 percent of the dollar volume of business--$203,603,000 annually.[1]

This chapter is, mainly, an analysis of the Detroit and Flint restaurants who have asked to remain on the "Food Scoop" mailing list for 1957. They were surveyed with a mail questionnaire or a shortened phone questionnaire. To obtain information from a more representative sample of all restaurants the entire listing in the 1957 Lansing telephone directory was surveyed. Those not returning the mail questionnaire were interviewed. Table 1 summarizes the number and percent of restaurants surveyed. Table 2 summarizes the number and percent of survey replies.

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[1]George Bedell, School of Restaurant, Hotel and Institutional Management, according to telephone conversation.

TABLE 1

NUMBER AND PERCENT OF RESTAURANTS SURVEYED

City	Number of Restaurants in 1957 Telephone Directory	Number Surveyed*	Approximate Percent Surveyed**
Detroit Area	2,004	216	11
Flint	239	84	35
Lansing	132	132	100
Total	2,375	432	18

*Figures for Detroit and Flint represent the actual number receiving "Food Scoop"; extra names for a restaurant and those out of business were left off. The Detroit 1957 mailing list had about one hundred names which could not be identified as restaurants, schools or hospitals. They were not surveyed.

**Mailing lists and telephone directory lists in Detroit do not cover exactly the same area.

TABLE 2

NUMBER AND PERCENT OF RESTAURANT SURVEY REPLIES

City	Returned Complete Questionnaires				Replied to Phone Survey	Total*	
	Mail Number	Interview Number	Total Number	Percent	Number	Number Replies	Percent
Detroit Area	57	-	57	26	124	181	84
Flint	17	-	17	20	51	68	81
Lansing	32	71	103	78	-	103	78
Total	106	71	177	41	175	352	81

*Those not answering could not be reached by phone, manager was out or they were closed for the summer.

Restaurants include drive-ins, cafeterias, table and/or counter service, private clubs, industrial cafeterias, caterers and others. The problems of planning menus, buying food, storing, preparing and serving depend on the type and size of restaurant.

Some description of the receivers of "Food Scoop" is necessary for analysis. In Table 3 the restaurants have been classed by size according to seating capacity. Since the majority were table and/or counter service type, no separate classes were set up for other types of restaurants. The replies divided about evenly between those with a seating capacity of under 100 and over 100. The few drive-ins have been grouped with the restaurants seating under 100 and the few caterers with those seating over 100. Generally speaking, restaurants with under 100 seating capacity can be classed as medium or small and those over 100 as large.

TABLE 3

NUMBER AND PERCENT OF SURVEY REPLIES BY RESTAURANT SIZE

City	Seating Capacity: Under 100 Number	Under 100 Percent	Over 100 Number	Over 100 Percent	Total Number	Total Percent
Detroit Area	77	43	104	57	181	100
Flint	40	59	28	41	68	100
Lansing	72	70	31	30	103	100
Total	189	54	163	46	352	100

Is the sample typical of the average restaurant size in the tested areas? If 20 percent of the restaurants state-wide do an annual business of about $50,000 or more (which most large restaurants do), a conclusion might be that the total sample has a high proportion (46 percent) of large restaurants. The Lansing sample, which is 78 percent of the population, contains 30 percent large restaurants. Flint and Detroit, probably, have approximately the same percentage of large restaurants.

II. Restaurant Menu Planning

This menu planning discussion will be limited to table and/or counter service. In order to determine the general flexibility of menus, the question was asked, "How often is your menu or clip-on changed?" Tables 4 and 5, which summarize the results, indicate how useful price and trend information could be.

There is no significant difference between the Lansing sample and the Detroit/Flint sample in the frequency of menu changes.[2] Although the Detroit/Flint sample was specially selected, the permanency of menus would appear to be representative of the total population. Over one-fourth of all restaurants had a permanent menu and made no changes.

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[2]Since this study deals with surveys of complete populations (all restaurants in Lansing and all schools, hospitals and restaurants receiving "Food Scoop" in Detroit and Flint), statistical tests based upon samples are neither appropriate or necessary. However, in this case the restaurants surveyed in Lansing were considered to be a sample of restaurants not receiving "Food Scoop" and those responding in Flint and Detroit to be a sample of those receiving "Food Scoop." A Chi Square test was used to determine probability that these were actually different. The test indicates the probability that these distributions were from different populations was about 8 out of 10.

TABLE 4

FREQUENCY OF CHANGE OF RESTAURANT MENUS*

Frequency	Detroit and Flint Number	Lansing Number	Total Number
Permanent (no clip-ons)	52	31	83
Daily	142	55	197
Weekly and Other	12	6	18
No Answer	43	11	54
Total	249	103	352

*Distributions were not significantly different at .05 level of confidence based upon Chi Square tests.

TABLE 5

FREQUENCY OF CHANGE OF MENUS BY RESTAURANT SIZE

Frequency	Seating Capacity Under 100 Number	Under 100 Percent	Over 100 Number	Over 100 Percent	Total Number	Total Percent
Permanent (no clip-ons)	57	37	26	18	83	28
Daily	87	57	110	75	197	66
Weekly and Other	8	6	10	7	18	6
No Answer	37		17		54	
Total	189	100	163	100	352	100

Almost twice as many small or medium-sized restaurants had permanent menus as large restaurants. Two-thirds of all restaurants reported they made daily changes in their menus.

In arriving at some insight into menu planning, another important question arises. What determines what these daily changes will be? Assuming that meat would be the major item changed, the following question was asked in the mail and personal interview survey. "Does seasonal price, quality and supply determine the kind or cut of meat you buy?" In the phone survey a more general phrasing was used, "Do you make your menu changes according to seasonal price and supply?" These results have been grouped together and are shown in Tables 6 and 7.

There was a significant difference between the Lansing sample and the Detroit/Flint sample in frequency of menu changes by seasonal price. Seasonal price had much more effect on the Detroit/Flint sample (restaurants receiving "Food Scoop") than the Lansing restaurants. Of the total sample 38 percent never considered seasonal price in selecting menus, while 52 percent of the small and medium-sized restaurants said they never did.

There was a difference between the size restaurants and the importance of seasonal price as shown by Table 7.

TABLE 6

FREQUENCY RESTAURANT MENU CHANGES ARE DETERMINED BY SEASONAL PRICE*

Frequency	Detroit and Flint		Lansing		Total	
	Number	Percent	Number	Percent	Number	Percent
Frequently	91	45	14	18	105	37
Occasionally	50	25	21	26	71	25
Never	61	30	45	56	106	38
No Answer	47		23		70	
Total	249	100	103	100	352	100

*Distributions were significantly different at .01 level of confidence based upon Chi Square test.

TABLE 7

FREQUENCY MENU CHANGES ARE DETERMINED BY SEASONAL PRICE ACCORDING TO RESTAURANT SIZE

Frequency	Seating Capacity					
	Under 100		Over 100		Total	
	Number	Percent	Number	Percent	Number	Percent
Frequently	34	24	71	50	105	37
Occasionally	33	24	38	26	71	25
Never	72	52	34	24	106	38
No Answer	50		20		70	
Total	189	100	163	100	352	100

Importance of Customer Demand

The following factors were listed as being more important in menu-making decisions than seasonal price.

	Number Mentioned
Customer Demand	83
"Serve Certain Items No Matter What the Price"	36
Variety	17
Seasonal or Weather Demands	15

By far the largest reason for menu selection was customer demand. The reason "serve certain items no matter what the price" could fall in this category. One restaurant meat supplier in Detroit said that about 50 percent of their customers placed their orders without asking price.[3] A produce wholesaler said that cafeterias are the only restaurants that will take suggestions on good produce buys.

Since a restaurant is in business to make a profit, they must cater to public demands. But according to George L. Wenzel, a recognized authority in the restaurant field, a manager must control his business and not let the customers run it. Here is an example of how Wenzel thinks the average small or medium-sized restaurant should operate:[4]

> When some guest complains that we never serve spaghetti, we would soon feature spaghetti dishes. And some Friday when a few customers yell because we don't serve fish, we'd begin serving first

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[3]If restaurants buy the same meat cuts no matter what the price, an inelastic demand is implied.

[4]George L. Wenzel, The Seven Steps to a 40% Food Cost, (Publication Press, Inc., Balto) p. 50.

> three or four fish dishes and soon we'd have the whole Atlantic and Pacific oceans on our menu. Finally we'd let our customer talk us into serving humming bird wings, nightingale tongues and what not.
>
> Isn't that about what happens to you and me when we let our guests tell us how to run the restaurant? For some strange reason Mr. X just doesn't fall into that trap. He serves what he knows how to serve unusually well. He serves what he can control at a reasonable menu price. And the customers come to him two miles from town to enjoy it.

Wenzel does not advocate, however, using "good buys" as the main guide for menu planning. He says that a restaurant must study the "best sellers," price these popular items for profit-making and then specialize in them. For most restaurants these "best sellers" amount to about twenty different items.

What is considered good restaurant practice and the way the average restaurant operates may be quite different. This may be an area for education. If a restaurant "serves only what he can control at a reasonable menu price," there may be some seasons when certain "best sellers" should be left off the menu and others featured. As a restaurant operator becomes aware of these seasonal changes, he profits and orderly marketing is stimulated.

Individually Owned and Managed Restaurants

Speciality restaurants seem to be profit makers but the average restaurant does not operate in this manner. Many of the restaurants personally interviewed in Lansing have a fairly broad menu and then feature daily one or two luncheons or dinners.

Take an example of a modern, progressive restaurant in the outskirts of Lansing with a seating capacity of 100 to 125. The business

was operated by a man and his wife in their forties who were alert and hard working. They operated a busy luncheon and dinner service. The menu was varied with a daily popularly-priced dinner special. These specials were planned several days to a week in advance. It seemed like a perfect spot for food trend and price information to be of value. They could certainly have profited by serving items which were in peak supply, but here were their problems.

They had an excellent woman cook who had been with them a number of years and attracted customers with her food. The man and his wife were untrained but good business people. When asked how the specials were determined, they said that the cook decided. The special had little relation to price, but by what "they hadn't had in sometime." Another question was asked, "Do you think it would be possible or profitable to select these specials by what is a good buy for the week?" The woman answered, "Yes, but my husband, I or the cook do not have time to study prices that closely."

This may not be an average restaurant in size, physical appearance and quality of food served, but it is fairly typical of menu planning for the small and medium-sized restaurant. This would indicate that information must be condensed, highlighted and to the point if restaurants are to use it.

This brief summary of menu planning for table and/or counter service stressed the operation for the individual owner-manager type of restaurant. They make up the large percent of restaurants. Although "Food Scoop" is received by many large restaurants, they may have less need for information because of big staffs.

Cafeteria planning is quite different. They have much more flexibility in menus. Drive-ins and caterers would also differ in menus and menu planning. No study was made on them specifically.

III. Restaurant Food Buying

Food costs must be controlled if a restaurant is to profit. Little information is available on the actual food costing practices used by restaurants. This study made no attempt to determine what restaurants know about their food costs or if they use portion control. However, Wenzel has published the kind of food costs necessary for a successful restaurant operation. They are:[5]

	Food Dollar Percent	Volume Dollar Percent
Meats		
Meat	23	9
Poultry	10	4
Seafood	9	4
Groceries		
Produce	23	7
Groceries	8	4
Coffee and Tea	2	1
Dairy		
Eggs	4.5	2
Butter	6.5	2
Milk and Cream	5	3
Ice Cream	4	2
Bakery	5	2
	100	40

If food costs are to be kept at 40 percent, a restaurant operator must be able to control meat and produce costs. He must be concerned with

[5]George L. Wenzel, Handbook of Restaurant Costs, p. 9.

planning, buying, storing, preparing and serving. Money can be lost at any one of these phases.

A small amount of study was done in this survey on meat, produce and egg buying. The results are summarized in Tables 8 to 25. Only those returning the complete mail questionnaire answered these questions.

Meat Buying

There is a definite trend toward the use of fabricated or portion-cut meat. Table 9 shows that about one-fourth of all the restaurants bought only primal cuts and about three-fourths bought fabricated or a combination of fabricated and primal cuts. Over one-half of the small restaurants bought only fabricated or portion-cut meats. There is a difference between the size restaurants and the cutting style purchased. Buying portion-cut meat simplifies meat portion control which is essential to low food costs. Many small and medium-sized restaurants do not have the staff or training to do an efficient job of buying, cutting and controlling portion sizes.

Table 11 shows that less than 20 percent bought any meat from a retail supermarket. The others purchased from wholesalers.

Table 12 shows that almost 50 percent of the restaurants bought U. S. Choice or Prime beef for steaks, roasts and pot roasts. This might indicate a large number of high class restaurants or be an exaggeration. Many of the Lansing restaurants interviewed said they used Choice beef but their low menu prices indicated differently. The grade of beef purchased is hard to verify with meat suppliers.

Suppliers tend to sell to a certain class of trade and do not represent the total picture. According to Wenzel about 10 percent of the restaurants use top quality meat.

About one-third (Table 10) bought some frozen meat. These were mainly portion-cut items such as hamburger patties, cubed steaks and veal cutlets (breaded and unbreaded). Frozen turkey was the only poultry item bought frozen to any extent. About one-third of the restaurants bought all or some turkey frozen. An increasingly popular item for restaurants is the frozen whole, boned and rolled turkey.

Frozen meats are not so much for the convenience of the restaurant as for the advantage of the supplier. The wholesaler can freeze these items during periods of low prices. These meats are packed for convenient use of the short-order restaurant. Would it be good restaurant practice to do the same thing? Storage, of course, is a limiting factor. Wenzel says:[6]

> The careful restaurant manager trys to keep his total inventory at less than 20% of the monthly income. This means that you turn your money over five times every month. You are thus working on other people's money. Some restaurants keep their inventory at 10% of the total monthly volume. The more food you stuff in refrigerators and storerooms, the more careless employees become with it.

As shown in Tables 13 to 16, over three-fourths of the restaurants bought broiler-fryers and of these about 60 percent bought whole birds. About 40 percent bought stewing chickens; about 35 percent bought roasting chickens and about 60 percent bought turkeys. And of those who bought turkeys over 94 percent bought only whole birds.

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[6]Wenzel, op. cit., p. 27.

TABLE 8

RESTAURANT MEAT PURCHASES BY CUTTING STYLE

Cutting Style	Detroit and Flint Number	Lansing Number	Total Number
Primal Cuts	27	14	41
Fabricated or Portion Cuts	18	45	63
Combination Primal and Fabricated	26	24	50
No Answers	3	20	23
Total	74	103	177

TABLE 9

MEAT PURCHASED BY CUTTING STYLE ACCORDING TO RESTAURANT SIZE

Cutting Style	Seating Capacity Under 100 Number	Under 100 Percent	Over 100 Number	Over 100 Percent	Total Number	Total Percent
Primal Cuts	25	29	16	24	41	27
Fabricated or Portion Cuts	46	54	17	25	63	41
Combination Primal and Fabricated	15	17	35	51	50	32
No Answers	20		3		23	
Total	106	100	71	100	177	100

TABLE 10

FORM OF PURCHASING MEAT BY RESTAURANTS

Form	Detroit and Flint Number	Lansing Number	Total Number	Total Percent
Fresh	53	51	104	68
Combination Fresh and Frozen	18	32	50	32
No Answers	3	20	23	
Total	74	103	177	100

TABLE 11

TYPE OF MEAT SUPPLIER FOR RESTAURANTS

Type	Detroit and Flint Number	Lansing Number	Total Number	Total Percent
Packer-Wholesaler	58	68	126	81
Retail Super Market	5	5	10	7
Combination Above Two	9	10	19	12
No Answers	2	20	22	
Total	74	103	177	100

TABLE 12

BEEF GRADE PURCHASED FOR STEAKS, ROASTS AND POT ROASTS BY RESTAURANTS

U. S. Grade	Detroit and Flint Number	Lansing Number	Total Number	Total Percent
Prime-Choice	35	34	69	47
Good	6	15	21	14
Standard or Commercial	4	3	7	5
Combination	26	24	50	34
No Answers	3	27	30	
Total	74	103	177	100

TABLE 13

FORM AND CUTTING STYLE OF FRYERS-BROILERS PURCHASED BY RESTAURANTS

Form	Detroit and Flint Number	Lansing Number	Total Number	Total Percent
Fresh	48	60	108	61
Frozen	9	12	21	12
Combination Fresh or Frozen	5	2	7	4
	62	74	136	
None or No Answers	12	29	41	23
Total	74	103	177	100
Cutting Style of Fryers-Broilers Purchased				
Whole	32	46	78	63
Parts	15	21	36	29
Combination	7	3	10	8
No Answer	8	4	12	
Total	62	74	136	100

TABLE 14

FORM OF STEWING CHICKENS PURCHASED BY RESTAURANTS

Form	Detroit and Flint Number	Lansing Number	Total Number	Total Percent
Fresh	36	34	70	39
Combination Fresh or Frozen	4	0	4	2
None or No Answer	34	69	103	59
Total	74	103	177	100

TABLE 15

FORM OF ROASTING CHICKENS PURCHASED BY RESTAURANTS

Form	Detroit and Flint Number	Lansing Number	Total Number	Total Percent
Fresh	27	32	59	33
Combination Fresh or Frozen	3	0	3	2
None or No Answer	44	71	115	65
Total	74	103	177	100

TABLE 16

FORM AND CUTTING STYLE OF TURKEYS PURCHASED BY RESTAURANTS

Form	Detroit and Flint Number	Lansing Number	Total Number	Total Percent
Fresh	23	18	41	23
Frozen	22	24	46	26
Combination Fresh or Frozen	9	5	14	8
	54	47	101	
None or No Answers	20	56	76	43
Total	74	103	177	100
Cutting Style of Turkeys Purchased				
Whole	40	40	80	94
Combination Whole or Parts	5	1	6	6
No Answer	9	6	15	
Total	54	47	101	100

Produce Buying

To what extent are restaurants using fresh fruits and vegetables? Table 18 shows that almost one-half of all the restaurants used three or more different fresh fruits regularly. Only about one-third of the small or medium-sized restaurants used this many fresh fruits. There is a difference between the size restaurants and the use of fresh fruits. About 85 percent of all the restaurants (Table 20) used some kind of fresh vegetables. However, only one-third said they bought any fresh

vegetables for cooking. Almost half as many small restaurants as large used some fresh vegetables for cooking.

The percentage of the sample indicating the use of some fresh vegetables for cooking may be higher than the average for the population. According to one Detroit produce wholesaler, about 10 percent of all restaurants cook with fresh vegetables.

Frozen vegetables are not used at all by 50 percent of the restaurants (Table 22). Over two-thirds of the small or medium-sized restaurants do not use frozen vegetables.

Wenzel's food cost budget allows 7 percent for fresh and frozen produce and 4 percent for groceries (canned goods). He says:[7]

> When your grocery expenses exceed the produce expenses it means that you are using more canned goods than fresh fruit and vegetables. We find that those restaurants that reverse this and spend more for fresh produce than for canned goods usually do a better volume of business.

In this study the purchase and use of potatoes was eliminated. A recent study, however, has been conducted on the use of potatoes in Wayne County. Tables 23 and 24 summarize some of the pertinent information. About 19 percent of the restaurants were using some prepared potato products in some form while 81 percent bought all fresh potatoes. About one-third bought some Michigan potatoes. Between 60 and 75 percent of the "late crop" potatoes used are from Idaho and Maine.

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[7] Ibid., p. 28.

TABLE 17

NUMBER OF FRESH FRUITS PURCHASED REGULARLY BY RESTAURANTS

Number of Fruits	Detroit and Flint Number	Lansing Number	Total Number
3 or more	44	39	83
Less than 3	14	15	29
None or No Answer	16	49	65
Total	74	103	177

TABLE 18

NUMBER OF FRESH FRUITS PURCHASED REGULARLY BY SIZE OF RESTAURANT

Number of Fruits	Seating Capacity: Under 100 Number	Under 100 Percent	Over 100 Number	Over 100 Percent	Total Number	Total Percent
3 or more	37	35	46	64	83	47
Less than 3	19	18	10	14	29	16
None or No Answer	50	47	15	22	65	37
Total	106	100	71	100	177	100

TABLE 19

KIND OF FRESH VEGETABLES PURCHASED REGULARLY BY RESTAURANTS
(Excludes Potatoes)

Kind	Detroit and Flint Number	Lansing Number	Total Number
Salad Type Only	26	63	89
Salad and Cooking Type	39	22	61
None or No Answer	9	18	27
Total	74	103	177

TABLE 20

KIND OF FRESH VEGETABLES PURCHASED REGULARLY BY SIZE OF RESTAURANT
(Excludes Potatoes)

Kind	Seating Capacity					
	Under 100		Over 100		Total	
	Number	Percent	Number	Percent	Number	Percent
Salad Type Only	58	54	31	43	89	50
Salad and Cooking Type	28	26	33	46	61	34
None or No Answer	20	20	7	11	27	16
Total	106	100	71	100	177	100

TABLE 21

NUMBER OF FROZEN VEGETABLES USED REGULARLY BY RESTAURANTS

Number	Detroit and Flint Number	Lansing Number	Total Number
3 or More	40	19	59
Less than 3	9	10	19
None	23	56	79
No Answer	2	18	20
Total	74	103	177

TABLE 22

NUMBER OF FROZEN VEGETABLES USED REGULARLY BY SIZE OF RESTAURANT

Number	Seating Capacity Under 100 Number	Under 100 Percent	Over 100 Number	Over 100 Percent	Total Number	Total Percent
3 or More	18	19	41	67	59	38
Less than 3	13	13	6	10	19	12
None	65	68	14	23	79	50
No Answer	10		10		20	
Total	106	100	71	100	177	100

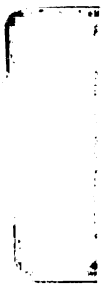

TABLE 23

USE OF PREPARED POTATO PRODUCTS IN WAYNE COUNTY[8]
(164 Public Eating Establishments)*

Kind of Potatoes	Establishments Number	Establishments Percent	Percent of All Potatoes Used
Use Prepared Potato Products (Prepeeled French Fries or Whole, Frozen French Fries, Dehydrated)	31	19	23
Use No Prepared Potato Products	133	81	77
Total	164	100	100

*164 establishments are 7 percent of total in Wayne County and 17 percent of total when measured by number of employes.

TABLE 24

SOURCE OF "LATE CROP" POTATOES USED IN WAYNE COUNTY[9]
(164 Public Eating Establishments)

State of Origin	Establishments Number	Percent of Total Potatoes Used Per Week
Michigan	38	20
Idaho	79	39
Maine	19	21
California	3	Less than 1/2 of 1%
Michigan and Idaho	16	10
Maine and Michigan	2	2
Idaho and Maine	5	7
Origin Unknown	2	1
Total	164	100

[8]Greig W. Smith, The Restaurant, Hotel and Institutional Market for Dehydrated Mashed Potatoes, (Agricultural Economics Department, Cooperative Extension Service, Michigan State University, East Lansing, September 1957) p. 21.

[9]Ibid., p. 20.

Egg Buying

Eggs are another important item in food costs. The following question was asked in the survey, "Do relative price changes of small, medium or large eggs determine the size you buy?" Table 25 lists the results. Over three-fourths of all the restaurants said that relative price changes never affect the egg size purchased.

TABLE 25

DO RELATIVE PRICE CHANGES AFFECT EGG SIZE PURCHASED BY RESTAURANTS?

Answer	Detroit and Flint Number	Lansing Number	Total Number	Total Percent
Yes, for all uses	16	4	20	13
Yes, for some uses	9	6	15	10
No	43	72	115	77
No Answer	6	21	27	
Total	74	103	177	100

IV. Sources of Quantity Food Information

Table 26 lists the results in response to the question "Check your most important source for each of the following types of food information." The percentages are based on the total number answering the complete mail questionnaires.

Many did not answer the question and many listed more than one source. The main source, however, for information on prices and future

supplies was the wholesalers and salesmen. For new ideas and recipes the main source for information was the trade magazines. In Detroit, seven restaurants volunteered that "Food Scoop" was a source for one or more of the four categories.

TABLE 26

RESTAURANT SOURCES OF FOOD INFORMATION
(Percentages Based on 177)

Kind of Information and Source	Detroit and Flint Number	Lansing Number	Total Number	Total Percent
Current Prices				
Trade Magazines	7	9	16	9
Newspaper, Radio, TV	11	11	22	12
Wholesalers, Salesmen	22	58	80	45
Government	13	4	17	10
Future Supplies and Quality				
Trade Magazines	10	15	25	14
Newspaper, Radio, TV	6	10	16	9
Wholesalers, Salesmen	18	31	49	27
Government	10	5	15	8
New Ideas and Methods				
Trade Magazines	29	36	65	36
Newspaper, Radio, TV	7	13	20	11
Wholesalers, Salesmen	4	10	14	8
Government	5	2	7	4
Recipes				
Trade Magazines	21	32	53	30
Newspaper, Radio, TV	5	9	14	8
Wholesalers, Salesmen	2	5	7	4
Government	4	1	5	3

V. Usefulness of "Food Scoop"

Table 27 summarizes the results for the following question asked in Detroit and Flint. "In your opinion does "Food Scoop" provide any additional information to the above sources (trade magazines, wholesalers, newspapers and government)?"

This question was asked only in the complete mail survey, but of those answering an overwhelming majority (91 percent) said "Food Scoop" was an additional source of information. The following is the information which they said was additional:

	Number Mentioned
Prices, Current Supplies, Good Buys in Local Area	17
Future Supplies and Market Conditions	11
General Information and Ideas	3
Recipes	1
Condenses and Confirms Other Information	2
More Detailed and Accurate	1

TABLE 27

IS "FOOD SCOOP" AN ADDITIONAL SOURCE OF INFORMATION FOR DETROIT AND FLINT RESTAURANTS?

Answer	Detroit and Flint Number	Percent
Yes	60	91
No	6	9
No Answer	8	
Total	74	100

Tables 28 and 29 summarize the results of two other evaluation questions. They were asked only in Detroit and Flint with answers only from the complete mail survey. Seventy-eight percent said they read "Food Scoop" regularly and 67 percent filed "Food Scoop."

TABLE 28

FREQUENCY OF READERSHIP OF "FOOD SCOOP" FOR DETROIT AND FLINT RESTAURANTS

Frequency	Detroit and Flint Number	Percent
Regularly	57	78
Occasionally	16	22
Never	0	0
No Answer	1	
Total	74	100

TABLE 29

NUMBER OF DETROIT AND FLINT RESTAURANTS WHO FILED "FOOD SCOOP"

Answer	Detroit and Flint Number	Percent
Yes	46	67
No	23	33
No Answer	5	
Total	74	100

Tables 30 and 31 summarize the answers to the question, "Do you consider "Food Scoop" a useful service?" which was asked not only in the mail survey but also in the phone survey in Detroit and Flint. Also, this question was asked in similar form in Lansing. "Would you consider this bulletin "Food Scoop" a useful service?" "If such a bulletin were made available in the Lansing area, would you like to be put on a mailing list? Results are shown in Tables 32 and 33.

Table 31 shows that 42 percent in Detroit and Flint said "Food Scoop" was very useful, 26 percent said it was partly useful and 32 percent said it was of no value. About twice as large a percentage of the small and medium-sized restaurants as the large restaurants found "Food Scoop" of no value. Table 30 shows that 41 percent of the restaurants contacted in the phone survey found "Food Scoop" of no value, while only 11 percent of those returning the mail questionnaire. Since most of the questions were answered only in the mail questionnaire, the results generally represent those who are favorable toward "Food Scoop."

According to Table 32 about one-third of the Lansing Restaurants thought "Food Scoop" would be of no value. Two-thirds of the restaurants in Lansing said they would like to be on a mailing list if such a bulletin were started.

TABLE 30

USEFULNESS OF "FOOD SCOOP" FOR DETROIT AND FLINT RESTAURANTS BY MAIL AND PHONE SURVEY

Usefulness	Detroit and Flint					
	Mail Survey		Phone Survey		Total	
	Number	Percent	Number	Percent	Number	Percent
Very Useful	57	81	38	24	95	42
Partly Useful	5	8	56	35	61	26
No Value	7	11	66	41	73	32
No Answer	5		15		20	
Total	74	100	175	100	249	100

TABLE 31

USEFULNESS OF "FOOD SCOOP" BY SIZE OF RESTAURANT IN DETROIT AND FLINT

Usefulness	Seating Capacity					
	Under 100		Over 100		Total	
	Number	Percent	Number	Percent	Number	Percent
Very Useful	43	39	52	44	95	42
Partly Useful	18	16	43	36	61	26
No Value	50	45	23	20	73	32
No Answer	6		14		20	
Total	117	100	132	100	249	100

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TABLE 32

POTENTIAL USEFULNESS OF "FOOD SCOOP" IN LANSING
BY SIZE OF RESTAURANT

Usefulness	Seating Capacity Under 100 Number	Under 100 Percent	Over 100 Number	Over 100 Percent	Total Number	Total Percent
Very Useful	28	39	21	68	49	47
Partly Useful	17	24	6	19	23	22
No Value	27	37	4	13	31	31
Total	72	100	31	100	103	100

TABLE 33

NUMBER OF LANSING RESTAURANTS WHO WOULD WANT ON
"FOOD SCOOP" MAILING LIST

Answer	Lansing Number	Lansing Percent
Yes	66	64
No	35	34
No Answer	2	2
Total	103	100

Kinds of Information Preferred

The following question was asked in Detroit and Flint, "The following kinds of information are usually in 'Food Scoop.' Check frequency you have used each kind." Since the Lansing restaurants had not received "Food Scoop," they were asked how useful they thought the different types of information would be.

Table 34 shows there is some evidence that produce prices and recipes were less useful than other types of information. They were read occasionally while the other information was read more regularly. This question was answered only in the mail survey which represents a large percentage who find "Food Scoop" useful.

Table 35 reveals little preference for one type of information over another. About one-fourth of the Lansing restaurants would not find any of the information useful.

Value of Price Information

With the day to day fluctuation in meat and produce prices, wholesalers and some restaurants questioned the value of monthly prices. Table 36 gives the week by week fluctuation in the price of pork loins in Detroit in 1954.

There is only a price fluctuation of 27 cents per pound for the whole year of 1954, while one month had a fluctuation of 17 cents. Although pork may have a greater fluctuation in price than other meats, two questions arise. How meaningful are monthly meat price quotations? How are "Food Scoop" meat prices used by restaurants?

TABLE 34

FREQUENCY OF USE OF EACH TYPE OF "FOOD SCOOP" INFORMATION FOR DETROIT AND FLINT RESTAURANTS

Type of Information	Detroit and Flint Number	Percent
Food Trends		
Regularly	46	62
Occasionally	14	19
Never	2	3
No Answer	12	16
Total	74	100
Meat Prices		
Regularly	41	55
Occasionally	16	22
Never	5	7
No Answer	12	16
Total	74	100
Produce Prices		
Regularly	34	46
Occasionally	24	32
Never	3	4
No Answer	13	18
Total	74	100
"From the Big Kitchen"		
Regularly	42	57
Occasionally	17	23
Never	2	3
No Answer	13	17
Total	74	100
Recipes		
Regularly	27	36
Occasionally	25	34
Never	6	8
No Answer	16	22
Total	74	100

TABLE 35

POTENTIAL USEFULNESS OF EACH TYPE OF "FOOD SCOOP" INFORMATION FOR LANSING RESTAURANTS

Usefulness	Food Trends Number	Meat Prices Number	Produce Prices Number	"From the Big Kitchen" Number	Recipes Number
Very Useful	16	21	21	16	21
Partly Useful	32	32	36	36	28
Not Useful	33	30	22	27	27
No Answer	22	20	24	24	27
Total	103	103	103	103	103

TABLE 36

DETROIT WEEKLY WHOLESALE PRICES FOR PORK LOINS IN 1954*

Month	Cents Per Pound					Variation per Month in Cents
	First Week	Second Week	Third Week	Fourth Week	Fifth Week	
January	49	57	52	52	49	8
February	49	53	56	54	-	7
March	50	51	51	56	55	6
April	54	53	57	56	-	4
May	55	59	64	63	59	9
June	61	55	52	57	-	9
July	57	65	61	60	48	17
August	50	56	50	45	-	11
September	48	56	47	46	-	9
October	41	43	40	41	46	6
November	48	46	41	41	-	7
December	40	39	38	40	38	2

*Stanny, Morris and Livingstone (Hotel and Restaurant Meat Suppliers), Detroit, Michigan.

The following are a few of the comments related to meats and meat prices which were written on the questionnaires. "Too broad a price range." "Prices vary so much, don't see how they could be reliable." "Would like advance information of price changes." "Would like cost yields in carcass buying." "Would like more information on portion control and costs." "Would like more specific meat price quotations and variation for grades." "Prices should be U. S. Good or Commercial. What restaurant can afford Choice?" "Give costs for finished servings." "Meat discussions too late to be useful." "Prices only good if weekly or twice weekly." "Give prices on wholesale cuts." "Prices fluctuate too much to be worthwhile."

The following two comments may give an idea of just how restaurants are using meat prices. "Helps keep eye on prices." "It reminds me if I'm in line. I check my sanity with 'Food Scoop.'"

Prices in produce seem to fluctuate even more than meat. Because of perishability and sudden changes in supply, price and quality have little relationship. Possibly, the produce wholesalers may absorb some of the fluctuation. Most restaurants order by telephone and depend on the wholesaler for a fair price and quality.[10]

The following are some of the comments made on the questionnaires in relation to produce: "Prices are unstable--must watch daily postings." "Give yields for produce." "Report on quality of canned fruits and vegetables." "Prices have little value--we have to take what they have." "Quality is more important than price, but can't show."

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[10]Further study is necessary to determine the meaning and value of quoting produce prices. How and where do restaurants buy produce?

Suggested Changes for "Food Scoop"

The last question in the questionnaire was, "How would you suggest "Food Scoop" be changed to be more helpful to your food service?" Many of the comments written are listed above. Some of the more general comments were: "Offer information for small restaurants." "Introduce new products." "More recipes and more menus." "Give ideas for preparation of plentiful foods." "Make tables clearer." "Date each sheet." "Discuss procedures and methods." "Give suggestions for counter displays." "Need weekly information." "Are prices retail or wholesale?"

VI. "Food Scoop" Format

Parts of the questionnaire tested the best ways to present information. Since the format of "Food Scoop" in Detroit and Flint differs somewhat, examples of information were selected from each and tested. Tables 37, 38 and 39 summarize the results.

Table 37 indicates that meat price quotations in cost per pound would be most valuable. Although restaurants must do calculations in cost per ounce and in cost per serving, they seemed to prefer to translate from cost per pound. This preference may be explained by the fact that "Food Scoop" prices are only used for comparisons with actual purchases in price per pound. Some mentioned that a combination of cost per pound with cost per serving would be most helpful.

In order to obtain some information on the best way to list produce prices, an example of potatoes was used. A price range covering

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all grades was given (similar to Detroit's method) and a more detailed pricing by specific grades and sizes was an alternate. This is similar to a method sometimes used in Flint. Table 38 shows the results. Produce prices listed specifically were preferred. Indicating a specific grade and size was most helpful.

Another important part of the information in "Food Scoop" has been food trends. Usually, this information has been written in paragraph descriptive form. Sometimes, the monthly supplies in Flint were listed as being up or down a few cents. These two ways were tested by giving a sample of each. The results are shown in Table 39.

The method of writing food trends more specifically seemed to be the more popular. To say that "quality beef supplies are plentiful" was not so helpful as to say "quality beef was down 2 cents per pound from last month." Other comments made on food trends were: "Be briefer." "Too general."

Table 40 indicates that the length of "Food Scoop" has been satisfactory. However, from the comments written on the mail questionnaire and from the personal interviews, many restaurants felt unqualified to answer this question. There was a feeling, "if it is good information it is too short and if it is poor information it is too long."

Some of the comments which were made frequently in various parts of the mail questionnaire were: "Too wordy," "Don't use full sentences," "Eliminate fancy adjectives."

TABLE 37

METHOD PREFERRED BY RESTAURANTS OF QUOTING MEAT PRICES

Meat Price	Detroit and Flint		Lansing	
	Number	Percent	Number	Percent
Cost per pound	25	44	25	32
Cost per ounce	8	14	9	11
Cost per serving	16	29	18	23
Combination	6	11	10	13
None	1	2	17	21
No Answer	18		24	
Total	74	100	103	100

TABLE 38

METHOD PREFERRED BY RESTAURANTS OF QUOTING PRODUCE PRICES

Produce Price	Detroit and Flint		Lansing	
	Number	Percent	Number	Percent
Price range	14	25	21	26
Specific price	33	59	31	38
Neither	9	16	30	36
No answer	18		21	
Total	74	100	103	100

TABLE 39

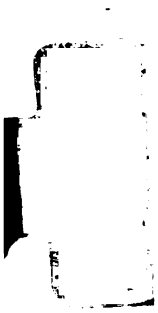
METHOD PREFERRED BY RESTAURANTS OF WRITING FOOD TRENDS

Method	Detroit and Flint		Lansing	
	Number	Percent	Number	Percent
General description	14	25	9	12
More specific description	33	59	30	39
Neither	9	16	37	49
No answer	18		27	
Total	74	100	103	100

TABLE 40

RATING OF LENGTH OF "FOOD SCOOP" BY RESTAURANTS

Method	Detroit and Flint		Lansing	
	Number	Percent	Number	Percent
Just right	50	68	54	52
Too long	5	7	9	9
Too short	6	8	2	2
No answer	13	17	38	37
Total	74	100	103	100



A produce wholesaler in Lansing mentioned that restaurants know little about produce specifications. An attempt was made to survey this knowledge. They were asked to designate the size, quantity and quality they ordered for grapefruit, lettuce, celery and tomatoes. The best results that could be tabulated were the use of general terms (large or small) or specific terms (24's, 46's) in designating the size of lettuce and grapefruit.

A large number did not answer this question which may mean they did not understand it. Table 41 shows that more restaurants ordered by asking for large, medium or small than asking for specific size by number per box, etc. This may indicate a lack of knowledge of produce specifications. One restaurant commented: "We're weak on specifications--depend on vegetable man to send right merchandise."

TABLE 41

RESTAURANTS' KNOWLEDGE OF PRODUCE SPECIFICATIONS

Terms Used	Detroit and Flint Number	Lansing Number	Total Number
General (Large, small, etc.)	11	23	34
Specific (24's, 46's, etc.)	14	5	19
No answer	49	75	124
Total	74	103	177

VII. Summary

The total sample of 352 restaurants in Detroit, Flint and Lansing divided about equally between those with a seating capacity under 100 and over 100. The restaurants with a seating capacity over 100 will be considered large.

Menus and menu planning vary by the type of food service. Restaurants with table and/or counter service have a relatively fixed menu. Many specialize in certain foods or feature those items found to be "best sellers." Over one-fourth of all restaurants had a permanent menu and made no changes. More small or medium-sized restaurants than large had permanent menus. Two-thirds of all restaurants reported they made daily changes in their menus.

About 40 percent of all restaurants said they never considered seasonal price in selecting menus. Large restaurants more often considered seasonal price. Customer demand was the main factor in selecting menus.

Meat and produce are the two most important items in restaurant food costs. About one-fourth of all the restaurants bought only primal cuts of meat and about three-fourths bought fabricated or combination of fabricated and primal cuts. Over half of the small and medium-sized restaurants bought only fabricated or portion-cut meats.

Almost one-half of all restaurants used three or more different fresh fruits regularly. Large restaurants used more fresh fruits. About 85 percent of all restaurants used some kind of fresh vegetables. However, only one-third said they bought any fresh vegetables for

cooking (the study excludes potatoes). More large restaurants used some fresh vegetables for cooking. Some frozen vegetables were used by 50 percent of all restaurants.

Forty-two percent in Detroit and Flint said "Food Scoop" was very useful, 26 percent said it was partly useful and 32 percent said it was of no value. About one-half in Lansing thought such a bulletin would be very useful and about one-third thought it would be of no value.

Food trends, meat prices and "From the Big Kitchen" were slightly more useful than produce prices and recipes.

With the day to day fluctuation in meat and produce prices, wholesalers and some restaurants questioned the value of monthly prices. Produce prices, especially, are hard to interpret because quality is very difficult to describe. The best indication of how price information was used by restaurants were the comments: "Helps keep my eye on prices." "It reminds me if I'm in line."

CHAPTER III

MARKETING INFORMATION FOR HOSPITALS IN DETROIT AND FLINT AREAS

I. Hospitals Surveyed

In the state of Michigan there are about 219 hospitals which are members of the Michigan Hospital Association and about 600 convalescent homes and homes for the aged.[1]

Data for this chapter has been obtained, mainly, by a mail survey to hospitals and convalescent-type homes in Detroit and Flint areas who have asked to remain on a 1957 "Food Scoop" mailing list. An alternate form consisting of one question on the usefulness of "Food Scoop" was offered on the third mailing of the questionnaire. Also, a few non-respondents in Flint were contacted for two questions in a phone survey. Table 42 summarizes the number and percent of hospitals surveyed. Table 43 summarizes the number and percent of survey replies.

Probably, the main difference in the food operation of hospitals is size except for state and county hospitals, which have a central food purchaser. This chapter is concerned with city or private hospitals and convalescent-type homes. These two types have been grouped together in Table 44 and classed according to the number of people served per

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[1]Michigan Department of Health, Lansing, Michigan, according to a phone conversation.

meal period. For the purposes of this study the term hospital will cover convalescent-type homes.

TABLE 42

NUMBER AND PERCENT OF HOSPITALS SURVEYED

Area by Counties	Number of Hospitals in Areas	Number Surveyed*	Approximate Percent Surveyed
Detroit Area			
Wayne, Oakland, St. Clair, Macomb	259	212	82
Other	-	16	-
Flint Area			
Genesee	25	27	108
Other	-	2	-
Total	-	257	-

*Figures represent the actual number receiving "Food Scoop"; extra names for a hospital are not counted.

TABLE 43

NUMBER AND PERCENT OF HOSPITAL SURVEY REPLIES

Area	Complete Mail Survey Number	Complete Mail Survey Percent	Short Form Number	Phone Survey Number	Total Replies Number	Total Replies Percent
Detroit	91	40	16	0	107	47
Flint	14	48	0	8	22	76
Total	105	41	16	8	129	50

TABLE 44

NUMBER AND PERCENT OF SURVEY REPLIES BY HOSPITAL SIZE

Number Served Per Meal	Number	Percent
0-24	31	24
25-100	44	34
Over 100	32	25
Unclassed	22	17
Total	129	100

II. Hospital Menu Planning

In order to determine the general flexibility of menus, the following questions were asked. "How far in advance are menus planned?" Do you use a cycle menu?" Tables 45 and 46 summarize the results.

Although one-half the hospitals used a cycle menu, many said it was a seasonal cycle. Others said it was frequently subject to change. Small hospitals often said cycle menus were not popular; the patients preferred more variety. About 60 percent of the hospitals planned menus by the week. There was very little difference among the different size hospitals in advance planning and the use of cycle menus.

To study the factors which affect menu-making decisions, the question was asked, "Does seasonal price, quality and supply affect the meat cut purchased?" Table 47 summarizes the results. A second part

TABLE 45

ADVANCE PLANNING OF MENUS BY HOSPITAL SIZE

Time Period	Number Served Per Meal									
	0-24		25-100		Over 100		Unclassed	Total		
	No.	%	No.	%	No.	%	No.	No.	%	
1 Week	19	68	24	63	15	49	3	61	60	
1 Month	4	15	11	29	7	22	1	23	23	
Other	5	17	3	8	9	29	1	18	17	
No Answer	0		1		1		1	3		
Total	28	100	39	100	32	100	6	105	100	

TABLE 46

USE OF CYCLE MENU BY HOSPITAL SIZE

Answer	Number Served Per Meal									
	0-24		25-100		Over 100		Unclassed	Total		
	No.	%	No.	%	No.	%	No.	No.	%	
Yes	10	42	14	42	19	61	2	45	50	
No	14	58	19	58	12	39	0	45	50	
No Answer	4		6		1		4	15		
Total	28	100	39	100	32	100	6	105	100	

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of this question was, "What other factors are more important than the current market situation.

Over 90 percent of all hospitals considered seasonal price, supply and quality at least occasionally in making meat selections. There was little difference among the hospitals of different size and the consideration of seasonal price.

The other factors which determine meat selections were:

	Number Mentioned
Patient's Preference	16
Variety	9
Special Diets	7

The use of freezers had some effect on meat purchases. Although there were no specific questions asking for such information, 14 hospitals or 13 percent volunteered the fact that they bought meat in quantity for freezing. These were mostly the small convalescent-type homes.

TABLE 47

FREQUENCY MEAT PURCHASES ARE DETERMINED BY SEASONAL PRICE ACCORDING TO HOSPITAL SIZE

Frequency	Number Served Per Meal							
	0-24		25-100		Over 100		Unclassed	Total
	No.	%	No.	%	No.	%	No.	No. %
Frequently	10	39	23	52	14	44	2	49 46
Occasionally	12	46	18	41	18	56	2	50 47
Never	4	15	3	7	0	0	1	8 7
No Answer	5		0		0		1	6
Total	31	100	44	100	32	100	6	113 100

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III. Hospital Food Buying

A small amount of study was done in this survey on meat, produce and egg buying. The results are summarized in Tables 48 through 57.

Meat Buying

Table 48 shows that about one-third of the hospitals bought all primal cuts and about one-third bought all fabricated or portion cuts. The others bought a combination of primal and fabricated. Table 49 shows that about one-third of the hospitals bought some meat from retail super markets; 50 percent of those feeding under twenty-five people bought all their meat from retail stores.

Table 50 shows that about one-third of the hospitals said they bought all U. S. Prime or Choice beef for steaks, roasts and pot roasts and about one-third bought U. S. Good. The remainder bought U. S. Standard or Commercial or a combination of grades.

TABLE 48

MEAT PURCHASED BY CUTTING STYLE ACCORDING TO HOSPITAL SIZE

Cutting Style	Number Served Per Meal								
	0-24		25-100		Over 100		Unclassed	Total	
	No.	%	No.	%	No.	%	No.	No.	%
Primal Cuts	10	36	13	34	12	37	2	37	36
Fabricated or Portion Cuts	10	36	16	42	9	29	1	36	35
Comb. Primal and Fabricated	8	28	9	24	11	34	2	30	29
No Answer	0		1		0		1	2	
Total	28	100	39	100	32	100	6	105	100

TABLE 49

TYPE OF MEAT SUPPLIER BY HOSPITAL SIZE

Meat Supplier	Number Served Per Meal							Total	
	0-24		25-100		Over 100		Unclassed		
	No.	%	No.	%	No.	%	No.	No.	%
Packer-Wholesaler	8	31	24	62	29	94	4	65	64
Retail Super Mkt.	13	50	5	13	1	3	1	20	20
Combination	5	19	10	25	1	3	0	16	16
No Answer	2		0		1		1	4	
Total	28	100	39	100	32	100	6	105	100

TABLE 50

BEEF GRADE PURCHASED FOR STEAKS, ROASTS AND POT ROASTS BY HOSPITALS

U. S. Grade	Total	
	Number	Percent
Prime-Choice	35	34
Good	36	35
Standard-Commercial	12	12
Combination	20	19
No Answer	2	
Total	105	100

Tables 51, 52 and 53 show that 81 percent bought fryers-broilers and of these 69 percent bought whole birds; about two-thirds bought stewing and roasting chickens; 89 percent bought turkey and of these 94 percent bought whole birds. About 10 to 15 percent bought some frozen fryers-broilers, stewing and roasting chickens while about one-half bought some frozen turkeys.

TABLE 51

FORM AND CUTTING STYLE OF FRYERS-BROILERS PURCHASED BY HOSPITALS

Form	Total Number	Total Percent	Cutting Style	Of Those Buying Number	Of Those Buying Percent
Fresh	67	64	Whole	54	69
Frozen	11	10	Parts	17	22
Combination Fresh/Frozen	7	7	Combination	7	9
	85		No Answer	7	
None or No Answer	20	19			
Total	105	100		85	100

TABLE 52

FORM OF STEWING AND ROASTING CHICKENS PURCHASED BY HOSPITALS

Stewing Form	Total Number	Total Percent	Roasting Form	Total Number	Total Percent
Fresh	66	62	Fresh	57	54
Combination Fresh/Frozen	10	9	Combination Fresh/Frozen	13	13
None or No Answer	29	29	None of No Answer	35	33
Total	105	100	Total	105	100

TABLE 53

FORM AND CUTTING STYLE OF TURKEYS PURCHASED BY HOSPITALS

Form	Total Number	Total Percent	Cutting Style	Of Those Buying: Number	Of Those Buying: Percent
Fresh	42	40	Whole	80	94
Frozen	37	35	Combination Whole/Parts	5	6
Combination Fresh/Frozen	15	14	No Answer	9	
	94				
None or No Answer	11	11			
Total	105	100		94	100

Produce Buying

To what extent do hospitals use fresh fruits and vegetables? According to Table 54 over three-fourths used three or more fresh fruits regularly. As the hospitals increased in size a greater number used fresh fruits. According to Table 55 over 90 percent of all hospitals used some fresh vegetables. Over two-thirds used some fresh vegetables for cooking. Potatoes were not included in this study. As the hospitals increased in size, a greater number used fresh vegetables for cooking.

According to Table 56 about three-fourths used some frozen vegetables and over 90 percent of the large hospitals used frozen vegetables to a great extent. The small convalescent homes used more frozen vegetables than the hospitals of medium size. Over one-half of the hospitals serving twenty-five to one hundred did not use any frozen vegetables.

TABLE 54

NUMBER OF FRESH FRUITS PURCHASED REGULARLY BY HOSPITAL SIZE

Number	Number Served Per Meal							
	0-24		25-100		Over 100		Unclassed	Total	
	No.	%	No.	%	No.	%	No.	No.	%
3 or More	19	67	31	79	31	97	2	83	79
Less Than 3	6	22	7	18	1	3	2	16	15
None or No Answer	3	11	1	3	0	0	2	6	6
Total	28	100	39	100	32	100	6	105	100

TABLE 55

KIND OF FRESH VEGETABLE PURCHASED REGULARLY BY HOSPITAL SIZE
(Excludes Potatoes)

Kind	Number Served Per Meal							Total	
	0-24		25-100		Over 100		Unclassed		
	No.	%	No.	%	No.	%	No.	No.	%
Salad Type Only	9	32	8	21	6	19	2	25	24
Salad and Cooking Type	16	57	28	71	25	78	2	71	68
None or No Answer	3	11	3	8	1	3	2	9	8
Total	28	100	39	100	32	100	6	105	100

TABLE 56

NUMBER OF FROZEN VEGETABLES USED REGULARLY BY HOSPITAL SIZE

Number	Number Served Per Meal							Total	
	0-24		25-100		Over 100		Unclassed		
	No.	%	No.	%	No.	%	No.	No.	%
3 or More	14	58	14	36	29	91	4	61	61
Less Than 3	4	17	6	15	1	3	0	11	11
None	6	25	19	49	2	6	1	28	28
No Answer	4		0		0		1	5	
Total	28	100	39	100	32	100	6	105	100

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Egg Buying

The following question was asked, "Do relative price changes of small, medium or large eggs determine the size you buy?" Table 57 shows that 56 percent of all hospitals did not consider relative prices of eggs of different size.

TABLE 57

DO RELATIVE PRICE CHANGES AFFECT EGG SIZE PURCHASED BY HOSPITALS?

Answer	Number Served Per Meal				Total	
	0-24 Number	25-100 Number	Over 100 Number	Unclassed Number	Number	Percent
Yes, for All Uses	7	8	9	1	25	23
Yes, for Some Uses	6	9	8	0	23	21
No	15	22	15	5	57	56
Total	28	39	32	6	105	100

IV. Sources of Quantity Food Information

Table 58 summarizes the results in response to the question, "Check your most important source for each of the following types of food information." The percentages are based on the total number answering the complete mail questionnaire. Very few answered this question; 18 percent was the largest response for any one source of information. Of those answering, newspapers and wholesalers were given

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as the main sources for current prices; the wholesalers for future supply information; trade magazines for recipes and new ideas or methods. Ten hospitals voluntarily mentioned "Food Scoop" for one or more of the different types of information.

TABLE 58

SOURCES OF FOOD INFORMATION FOR HOSPITALS
(Percentages Based on 105)

Food Information	Trade Magazines No.	Trade Magazines Percent	Newspaper, Radio, TV No.	Newspaper, Radio, TV Percent	Wholesaler, Salesmen No.	Wholesaler, Salesmen Percent	Government No.	Government Percent
Current Prices	22	22	18	17	15	14	4	4
Future Supplies and Quality	0	0	9	9	11	11	9	9
New Ideas and Methods	19	18	8	8	3	3	4	4
Recipes	11	11	3	3	3	3	4	4

The Nutrition Service of the Michigan Department of Health has distributed monthly or bimonthly a six page (three sheet) bulletin to 500 hospitals in the state of Michigan. This has not automatically gone to all hospitals but only to those who have asked to receive it. The name of the bulletin has been "Food Notes for Institutional Food Service." The national food outlook for the month has been given along with a list of plentiful foods. Different hints have been offered on menu planning, buying, storing or preparing foods in quantity. Several recipes have been contained in each issue. Often there have been suggestions for the use of some of the plentiful foods.

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V. Usefulness of "Food Scoop"

To help evaluate "Food Scoop," the following questions were interspersed throughout the questionnaire. "In your opinion does 'Food Scoop' provide any additional information to the above sources (government, newspapers, wholesalers, trade magazines?" "Do you read 'Food Scoop'?" "Do you file any of this information?" "Do you consider 'Food Scoop' a useful service?"

The results in Tables 59, 60 and 61 represent the hospitals who returned the complete mail questionnaire. Ninety-three percent said "Food Scoop" was an additional source of information.

The following was the information that the hospitals said was additional:

	Number Mentioned
Local Prices	23
Local Food Trends and Market Information	27
New Ideas	8
Recipes	15

About 89 percent said they read "Food Scoop" regularly. No one indicated that they never read it. Eighty-six percent filed all or part of the bulletin.

Based on the entire number of respondents Table 62 shows that 87 percent found "Food Scoop" very useful, 9 percent partly useful and 4 percent found it of no value. As the hospitals increased in size a greater number found "Food Scoop" useful. However, only 10 percent of the small convalescent homes found it of no value.

TABLE 59

IS "FOOD SCOOP" AN ADDITIONAL SOURCE OF INFORMATION FOR HOSPITALS?

Answer	Number	Percent
Yes	81	93
No	6	7
No Answer	18	
Total	105	100

TABLE 60

FREQUENCY OF READERSHIP OF "FOOD SCOOP" BY HOSPITALS

Frequency	Number	Percent
Regularly	93	89
Occasionally	11	11
Never	0	0
No Answer	1	
Total	105	100

TABLE 61

NUMBER OF HOSPITALS WHO FILED "FOOD SCOOP"

Answer	Number	Percent
Yes	85	86
No	13	14
No Answer	7	
Total	105	100

TABLE 62

USEFULNESS OF "FOOD SCOOP" BY HOSPITAL SIZE

Usefulness	Number Served Per Meal							Total	
	0-24		25-100		Over 100		Unclassed		
	No.	%	No.	%	No.	%	No.	No.	%
Very Useful	23	77	38	93	30	97	5	96	87
Partly Useful	4	13	3	7	1	3	2	10	9
No Value	3	10	0	0	0	0	1	4	4
No Answer	1		3		1		14	19	
Total	31	100	44	100	32	100	22	129	100

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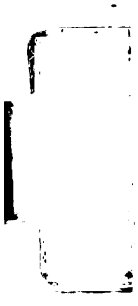

Kinds of Information Preferred

Table 63 summarizes the results of the following question. "The following kinds of information are usually in 'Food Scoop.' Check frequency you have used each kind." All types of information were used regularly or occasionally by over three-fourths of the hospitals. Little preference was shown for any one type of information.

Comments were made throughout the questionnaires in relation to the usefulness of parts of "Food Scoop." From these some indication can be obtained of how the information was used. The comments were: "Use as a guide and reference." "Gives me an idea of what to watch for." "I am more interested in quality than price of foods." "Depend on company I buy from for best buys in produce." "We are a large hospital and have the advantages of a purchasing agent--important probably for small institutions." "Receive copies too late to be of help on prices." "'From the Big Kitchen' is useable information at all times." "Size of your publication is a great advantage--upon opening can quickly scan and mark pertinent information."

Suggested Changes for "Food Scoop"

The last question in the questionnaire was: "How would you suggest 'Food Scoop' be changed to be more helpful to your food service?" Some of the general comments were: "Add a section on food hints--techniques to improve quality and looks." "Medium cost menus." "Include more information on grades and cost per portion." "New methods of cookery." "Like new techniques in quantity production." "Recipes for evening meals." "Would like information about foods--like difference in white

TABLE 63

FREQUENCY OF USE OF EACH TYPE OF "FOOD SCOOP" INFORMATION BY HOSPITALS

Information and Frequency	Number	Percent
Food Trends		
Regularly	59	56
Occasionally	23	22
Never	2	2
No Answer	21	20
Total	105	100
Meat Prices		
Regularly	53	50
Occasionally	31	30
Never	5	5
No Answer	16	15
Total	105	100
Produce Prices		
Regularly	55	52
Occasionally	30	29
Never	3	3
No Answer	17	16
Total	105	100
"From the Big Kitchen"		
Regularly	54	51
Occasionally	24	23
Never	2	2
No Answer	25	24
Total	105	100
Recipes		
Regularly	52	50
Occasionally	31	30
Never	6	5
No Answer	16	15
Total	105	100

and brown rice, whole wheat and white flour, honey versus sugar, use of fried foods, etc." "Recipes too large for nursing homes." "Would like menu suggestions for each day based on food costs and availability of foods." "Add exchange section--write in questions on special problems." "Use chart form for food trends." "Recipes for plentiful foods."

VI. "Food Scoop" Format

Part of the questionnaire tested the best way to write information. Since the format of "Food Scoop" in Detroit and Flint differs somewhat, examples of information were selected from each. These examples were described in Chapter II.

According to Tables 64, 65 and 66 about one-half the hospitals said they preferred meat prices in cost per pound, produce prices quoted specifically by grade and variety and food trends written more specifically by showing that items were up or down a few cents.

According to Table 67 about three-fourths of the hospitals found "Food Scoop" the right length.

Hospitals were tested on their knowledge of produce specifications in the same manner as restaurants. The results are shown in Table 68. This question was described in Chapter II.

A large number of the hospitals did not answer this question which may mean they did not understand it. More hospitals ordered by asking for large, medium or small produce than asking for a specific size by number per box, etc.

TABLE 64

METHOD PREFERRED BY HOSPITALS OF QUOTING MEAT PRICES

Meat Price Form	Number	Percent
Cost per pound	50	53
Cost per ounce	0	0
Cost per serving	22	24
Combination	18	19
None	4	4
No answer	11	
Total	105	100

TABLE 65

METHOD PREFERRED BY HOSPITALS OF QUOTING PRODUCE PRICES

Produce Price	Number	Percent
Price range	31	40
Specific price	38	49
Neither	8	11
No answer	28	
Total	105	100

TABLE 66

METHOD PREFERRED BY HOSPITALS OF WRITING FOOD TRENDS

Method	Number	Percent
General description	27	35
More specific description	41	53
Neither	10	12
No answer	27	
Total	105	100

TABLE 67

RATING OF LENGTH OF "FOOD SCOOP" BY HOSPITALS

Rating	Number	Percent
Just right	80	76
Too long	1	1
Too short	3	3
No answer	21	20
Total	105	100

TABLE 68

HOSPITALS' KNOWLEDGE OF PRODUCE SPECIFICATIONS

Terms Used	Number
General (Large, Small, etc.)	20
Specific (24's, 46's, etc.)	14
No Answer	71
Total	105

VII. Summary

The total sample of 129 hospitals in Detroit and Flint were classified by size according to the number of people served per meal period. The number divided fairly equally among those serving under twenty-five, those serving between twenty-five and one hundred and those serving over one hundred.

About 60 percent of all the hospitals said they planned menus about a week in advance. One-half the hospitals used a cycle menu. Many who used a cycle menu, however, said it was a seasonal cycle and frequently subject to change.

Seasonal price, supply and quality influenced 93 percent of the hospitals in selecting meat occasionally or frequently. The patient's preference, variety and special diets were other factors which determined meat selections.

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About one-third of the hospitals bought all primal meat cuts and about one-third bought all fabricated or portion cuts. The others bought a combination of primal and fabricated. About one-third of the hospitals bought some meat from retail super markets and 50 percent of those feeding under twenty-five people bought all their meat from retail stores.

Over three-fourths of the hospitals used three or more fresh fruits regularly. As the hospitals increased in size a greater number used fresh fruits. Over 90 percent of all the hospitals used some fresh vegetables. Over two-thirds used some fresh vegetables for cooking. (This study excludes potatoes.) As the hospitals increased in size, a greater number used fresh vegetables for cooking.

About three-fourths of all hospitals used some frozen vegetables and over 90 percent of the large hospitals used frozen vegetables to a great extent.

The Michigan Department of Health has distributed a six page monthly or bimonthly bulletin to 500 hospitals in the state. It has contained recipes, the national food outlook, a plentiful food list and quantity food hints.

Eighty-seven percent of the hospitals found "Food Scoop" very useful, 9 percent partly useful and 4 percent found it of no value. As the hospitals increased in size a greater number found "Food Scoop" useful. However, only 10 percent of the small convalescent homes found it of no value.

All types of "Food Scoop" information was used regularly or occasionally by over three-fourths of all hospitals. Little preference was shown for one type of information over another.

CHAPTER IV

MARKETING INFORMATION FOR SCHOOLS IN DETROIT AND FLINT AREAS

I. Michigan School Lunch Program

The National School Lunch Program completed ten years in 1956. During the ten years the number of children participating nationally increased from 6,016,129 in 1947 to 10, 568,726 in 1956. Presently, about one-third of the total school enrollment participates.[1]

In the state of Michigan there are 1560 public schools participating in the Type A School Lunch Program.[2] This number includes all but six of the eligible schools. Many one-room or small schools are not eligible. Table 69 shows the approximate distribution of cost for the Michigan School Lunch Program.

Both public and non-profit private schools are eligible to participate in the program. An estimated 250 private schools are participating in the National School Lunch Program in Michigan.[3]

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[1]As It Looks to the Editor, School Lunch Program, National Livestock Producer, January 1957, p. 26.

[2]Office of the Superintendent of Public Instruction, Lansing, Michigan, according to a telephone conversation.

[3]Private schools received $552,736 in value of surplus commodities. Using the proportions similar to public schools about 6 1/2 million lunches were served which approximates 250 schools.

To receive Federal reimbursement the following Type A lunch requirements must be served per student each day:

1. One-half pint whole milk
2. Two ounces of lean meat, poultry, fish or cheese or one egg, or one-half cup of cooked dry beans or peas, or four tablespoons of peanut butter
3. Three-fourths cup of vegetables or fruit
4. One or more portions of bread or muffins
5. Two teaspoons of butter or fortified margarine

TABLE 69

COST OF SCHOOL LUNCH PROGRAM IN MICHIGAN PUBLIC SCHOOLS FOR FISCAL YEAR 1956-57***

Source of Money	Dollars	Percent
Federal Reimbursement	$2,379,693	24
Value of Surplus Commodities Distributed	3,414,129	34
Parents Payments**	4,256,809	42
Total*	$10,050,631	100

*This figure is an approximation calculated on the basis of 40,202,523 lunches served at an average price of 25 cents per lunch.

**Parents' payments were calculated on the basis of the total cost minus the Federal reimbursement and value of surplus commodities.

***Office of the Superintendent of Public Instruction, Lansing, Michigan, according to a telephone conversation.

II. Schools Surveyed

This chapter covers both the public and private schools who have been receiving "Food Scoop" in the Detroit and Flint areas. The questionnaire was mailed three times. No phone survey was used to follow up the non-respondents. The mailing list consists mostly of school superintendents. They pass "Food Scoop" on to a central buyer or the individual school lunch manager. Table 70 summarizes the number and percent of schools surveyed. Table 71 summarizes the number and percent of survey replies.

TABLE 70

NUMBER AND PERCENT OF SCHOOLS SURVEYED

Area by Counties	Number Surveyed* Public	Private	Number in National Lunch Program Public**	Percent Surveyed Public
Detroit*** Wayne, Oakland, Livingston, Macomb	64	61	295	22
Flint Genesee	27	1	50	54
Total	91	62	345	26

*Includes a few schools outside of Genesee county.

**No information available on number of private schools in separate counties.

***Excludes city of Detroit schools.

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TABLE 71

NUMBER AND PERCENT OF SCHOOL SURVEY REPLIES

Area	Number Replies			Percent Replies		
	Public	Private	Total	Public	Private	Total
Detroit	41	25	66	64	41	53
Flint	15	1	16	55	100	57
Total	56	26	82	62	42	54

Classification by Buying and Planning Methods

As shown in Table 72 the schools which responded have been classed according to buying method—central or individual school buying. In both the cities of Detroit and Flint, the food has been bought centrally for all schools. Although a few of the individual schools in Detroit received "Food Scoop," these were not included in the total analysis. Detroit uses a city master menu; the individual schools can alter the menu to some degree to fit their particular needs. About two-thirds of the total sample have individual school buying. However, the public school sample was about one-half central buying and one-half individual buying.

There are several variations in menu planning. 1) The individual schools operate independently. 2) The schools plan their own menus and the food is bought centrally. 3) The combined schools in the area plan a master menu and the food is bought centrally. 4) A central menu is planned by a city supervisor and the food is bought centrally.

TABLE 72

SURVEY REPLIES BY SCHOOL BUYING METHOD

Method	Number	Percent
Individual Buying		
Public	26	32
Private	26	32
Central Buying		
Public	30	36
Total	82	100

In Table 73 the schools have been classed according to who plans the menu. Although about half the public schools who responded have central buying, 94 percent of the individual school lunch managers or cooks plan or help plan the menus.

TABLE 73

PUBLIC SCHOOL SURVEY REPLIES BY MENU PLANNER

Menu Planner	Individual Buying	Central Buying	Total Number	Total Percent
School Lunch Manager or Cook	27	15	42	79
City Supervisor	0	3	3	6
Combined Schools in Area	2	6	8	15
No Answer	1	2	3	
Total	30	26	56	100

Since such a large number of the addresses for "Food Scoop" were superintendents, it was necessary to know who was actually reading it and who completed the questionnaire. Table 74 shows that 65 to 70 percent of the people filling out the questionnaire were the ones who actually did the buying. From the way the questionnaires were answered, the proper person seems to be receiving "Food Scoop."

Table 75 shows that about 86 percent of the responding schools were participating in the National School Lunch Program.

TABLE 74

RESPONDENT'S POSITION IN PUBLIC SCHOOLS

Position	Individual Buying Number	Individual Buying Percent	Central Buying Number	Central Buying Percent
Superintendent	6	20	2	8
City Supervisor or Central Buyer	3	10	17	65
Cook or Manager	21	70	7	27
Total	30	100	26	100

TABLE 75

PARTICIPATION IN NATIONAL SCHOOL LUNCH PROGRAM

	Public Number	Private Number	Total Number	Total Percent
Yes	54	17	71	86
No	2	6	8	10
No Answer	0	3	3	4
Total	56	26	82	100

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III. School Lunch Planning and Buying

In regard to menu planning, the following questions were asked, "How far in advance are menus planned?" "Do you use a cycle menu?" Tables 76 and 77 summarize the responses to these questions. About 50 percent of the schools planned their menus a week in advance and 40 percent a month in advance. About 60 percent of the schools with central buying planned a month in advance while about 60 percent with individual buying planned weekly. The office of Superintendent of Public Instruction recommends planning monthly.

About 50 percent of the schools did not use a cycle menu. There seemed to be little difference in the use of a cycle menu between schools which did central and individual buying. A cycle menu tends to limit the use of good seasonal buys. If the cycles are set on a seasonal basis, food trends should be given for a longer range than one month.

TABLE 76

ADVANCE MENU PLANNING BY SCHOOL BUYING METHOD

Time Period	Individual Buying		Central Buying		Total	
	Number	Percent	Number	Percent	Number	Percent
One Week	32	60	6	25	38	49
One Month	17	32	14	58	31	40
Other	4	8	4	17	8	11
No Answer	3		2		5	
Total	56	100	26	100	82	100

TABLE 77

USE OF CYCLE MENU BY SCHOOL BUYING METHOD

	Individual Buying		Central Buying		Total	
	Number	Percent	Number	Percent	Number	Percent
Yes	20	38	8	33	28	36
No	28	53	12	50	40	52
Somewhat	5	9	4	17	9	12
No Answer	3		2		5	
Total	56	100	26	100	82	100

To establish what meat and protein items were used, the following question was asked: "What protein foods do you use most often in main dishes? Indicate if purchased or from Government surplus during the past one to three years." Table 78 summarizes the answers. Cheese, ground beef, eggs, poultry and fish were the five protein foods used most frequently. They are listed in order of popularity. Hot dogs were next in popularity but were used quite a bit less than the other items. Other miscellaneous fresh and canned beef and pork items were mentioned. The ground beef, cheese and eggs used were mainly from surplus foods, while the poultry, fish and hot dogs were purchased.

Table 79 summarizes the answers to the question, "What is the most important reason which determines the choice of a main dish?" About one-third ranked children's preference first and about one-fourth ranked surplus foods first. A "good seasonal buy" ranked very low as

a reason for a main dish choice. However, 40 percent said they considered a combination of reasons.

TABLE 78

SOURCE OF PROTEIN FOODS USED MOST OFTEN IN MAIN DISHES BY SCHOOLS

Protein Item	Usually Purchased Number	Usually Surplus Number	Comb. Surplus/ Purchased Number	Total Number
Cheese	3	57	4	64
Ground Beef	9	38	6	53
Eggs	13	25	11	49
Poultry	27	4	7	38
Fish	36	0	1	37
Hot Dogs	15	0	1	16
Other Beef and Pork Cuts	18	16	2	36

TABLE 79

REASONS FOR SELECTING MAIN DISHES FOR SCHOOL LUNCH MENUS

Reason	Number	Percent
Surplus Food Available	17	23
Children's Preference	23	32
Good Seasonal Buy	4	5
Combination of All	29	40
No Answer	9	
Total	82	100

Tables 80, 81, and 82 show the use of fresh fruits and vegetables and frozen vegetables. About 50 percent used fresh fruits rather extensively and about 25 percent do not use any. About 84 percent used salad vegetables and about one-third used some fresh vegetables for cooking. Potatoes were excluded from this study. Canned vegetables are used mainly by schools for only about one-fourth used any frozen vegetables.

Table 83 shows the results from the question, "Do relative price changes of small, medium or large eggs determine the size you buy?" About 67 percent said they considered the relative price of different size eggs in buying. About one-third never considered the relative price of eggs of different size.

TABLE 80

NUMBER OF FRESH FRUITS PURCHASED REGULARLY BY SCHOOLS

Number of Fruits	Number	Percent
3 or More	41	50
Less than 3	21	26
None or No Answer	20	24
Total	82	100

TABLE 81

NUMBER OF FRESH VEGETABLES PURCHASED REGULARLY BY SCHOOLS
(Excludes Potatoes)

Kind of Vegetable	Number	Percent
Salad Type Only	43	52
Salad and Cooking Type	26	32
None or No Answer	13	16
Total	82	100

TABLE 82

NUMBER OF FROZEN VEGETABLES USED REGULARLY BY SCHOOLS

Number of Kinds	Number	Percent
3 or More	9	12
Less Than 3	13	17
None	54	71
No Answer	6	
Total	82	100

TABLE 83

DO RELATIVE PRICE CHANGES AFFECT EGG SIZE PURCHASED BY SCHOOLS

	Number	Percent
Yes, for All Uses	28	38
Yes, for Some Uses	21	29
No	24	33
No Answer	9	
Total	82	100

IV. Surplus Commodities in Michigan

Federal surplus foods have a major effect on school lunches. What are these surplus foods and how do they affect other purchases? The schools were asked to estimate the percentage of eggs, vegetables and meat which they served which came from surplus. The results are summarized in Table 84. There was a large variation in the percentage of food different schools obtained or a big difference in the ability to estimate. About one-half said they received between 10 and 25 percent of their vegetables as surplus. About one-third said they received about 50 percent of their meat as surplus and 10 to 25 percent of their eggs.

Table 85 shows the actual estimated dollar value of surplus commodities distributed to the Michigan public schools in the past fiscal year. These figures are fairly close to the school estimates.

TABLE 84

ESTIMATES BY SCHOOLS OF SURPLUS FOODS SERVED

Commodity	About 75%		About 50%		10-25%		No Answer		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%
Eggs	21	26	14	17	26	32	21	25	82	100
Vegetables	0	0	4	5	38	46	40	49	82	100
Meat	15	18	27	33	21	26	19	23	82	100

TABLE 85

SURPLUS COMMODITIES DISTRIBUTED TO MICHIGAN PUBLIC SCHOOLS DURING FISCAL YEAR JULY 1956-JULY 1957*

Commodity	Dollar Value	Percent of Total	Percent of Total Lunch Expenditures**
Meat, Fish and Poultry Products			
Hamburger	$591,923	11	
Eggs	198,150	5	
Canned Pork, Ham	672,780	20	
Turkey	181,661	5	
	1,644,514	41	52
Vegetables (Green Beans, Corn and Tomatoes)	183,519	5	15
Fruits (Grapefruit, Orange Juice, Apricots, Plums, Peaches)	274,586	8	43
Other	1,311,510	46	
Total	$3,414,129	100	

*State Commodities Distribution Section, Lansing, Michigan, Information received from correspondence.

**Percentages are based on a total expenditure of $10,050,631 with local purchases of $6,636,502 as shown in Table 69. The Rhode Island study was used in calculating the percent of local purchases for each food group. (The $6,636,502 was multiplied by 23 percent for local meat purchases, by 15 percent for local vegetable purchases and by 5 percent for local fruit purchases. The value of the local meat, vegetable and fruit purchases were combined with the corresponding values received in surplus and the percents of surpluses were calculated.)

An estimate can be made that about 52 percent of the total meats used last year by public schools was surplus; about 15 percent of the vegetables and about 43 percent of the fruits.

V. Rhode Island School Lunch Study

To gain more information about the market created for agricultural commodities by the National School Lunch Program, the Agricultural Marketing Service is conducting a series of studies of local food expenditures by schools. A preliminary report of a study of eighty-four Rhode Island Schools during 1955 and 1956 has been printed.[4] According to the study about 23 percent of the school dollars spent locally for food went for meat, fish and poultry products, 15 percent went for vegetables, and 5 percent for fruits.

The following are the percentages of dollar expenditures for local purchases of meat, fish and poultry products:

Hamburger	41.7%
Frankfurters	8.3
Luncheon Meat, Canned	3.9
Corned Beef, Canned	5.5
Turkey	5.4
Eggs	15.0
Frozen Fish and Fish Sticks	9.6
Salmon and Tuna, Canned	5.9
Miscellaneous Items	4.7
	100.0%

The following are the percentages of dollar expenditures for local purchases of vegetables:

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[4] Agricultural Marketing Service, USDA, Survey of Food Utilization in School Lunch Programs in 84 Rhode Island Schools, Preliminary Report, November, 1956.

Beans, Green and Wax, Canned	9.3%
Beets, Canned	2.6
Cabbage, Green and Red	5.0
Carrots, Fresh	5.5
Canned	1.0
Celery, Fresh	5.9
Corn, Frozen and Canned	10.3
Lettuce	3.2
Mixed Vegetables, Canned	1.0
Onions	2.3
Peas, Canned	3.7
Potatoes, White	26.7
Spinach, Fresh	0.2
Frozen	13.0
Tomatoes, Fresh	0.6
Canned	9.8
Miscellaneous	0.4
	100.0%

The following are the percentages of dollar expenditures for local purchases of fruits:

Apples, Fresh	11.5%
Fruit Cocktail, Canned	13.0
Peaches, Canned	24.4
Pears, Canned	17.4
Pineapple, Canned	13.0
Prunes and Raisins, Dried	5.0
Grapefruit Sections, Canned	5.3
Miscellaneous (Six Items)	10.4
	100.0%

The purpose of listing these meats, fruits and vegetables purchased locally in this group of Rhode Island schools is to show the typical food purchases for school lunches. To direct information to schools which will be useful, more consideration must be given to the actual foods used.

VI. Sources of Quantity Food Information

Table 86 summarizes the results in response to the question. "Check your most important source for each of the following types of food

information." The percentages are based on the total number responding. Wholesalers and newspapers were the main sources of information on current prices. Over one-third depended on the government for information on future supplies, new ideas or methods and recipes. Eight schools voluntarily mentioned "Food Scoop" as a source for one or more of the types of information.

TABLE 86

SOURCES OF FOOD INFORMATION FOR SCHOOLS
(Percentages Based on 82)

Food Information	Government		Newspapers, Radio, TV		Wholesalers Salesmen	
	Number	Percent	Number	Percent	Number	Percent
Current Prices	16	20	26	32	35	43
Future Supplies and Quality	32	39	9	11	23	28
New Ideas and Methods	30	37	18	22	11	13
Recipes	27	33	17	21	16	20

Government Information for School Lunch Program

The following is a list of the types of bulletins published by the Federal government for the school lunch program:

1. General Bulletins (Eight)

2. Space and Equipment Bulletins (Nine)

3. Management

"Estimating the Cost of Food for the School Lunch"
Gives factors that can affect cost of food for a school lunch and includes tables for computing and judging adequacy in the type, quantity or quality of foods used.

"Preparing a School Lunch"
Gives three simple management practices to be followed: work plans, work methods, and use of standardized recipes.

"Food Buying Guide for Type A School Lunches"
Guidance for planning and buying food for Type A School Lunches--size of serving; approximate number of servings per purchase unit; and approximate number of purchase units to serve 100 are given.

"Planning Type A School Lunches"
Guidance for planning and buying food for Type A School Lunch Requirement; explains the steps involved in menu planning and provides sample menus.

"Suggested Outline for Training School Lunch Workers"

4. Recipes

"Recipes for Quantity Service"

"Recipes--Type A School Lunches"
A card file--consists of 184 cards, contains more than 400 recipes.

Bulletins with Recipes for Specific Foods Prepared Especially for School Lunches (Twelve)

Out of the state office of the Superintendent of Public Instruction the following information goes monthly to the schools participating in the School Lunch Program.

"Plentiful Foods Monthly List" (1 sheet--2 pages)
Each month a list of several foods have been given as school lunch specials. They have suggested that the schools use as many of these designated plentiful foods as they possible can.

Recipes have often been given. Many times they have used the plentiful foods.

Other suggestions have been given on planning, storing and preparing foods.

"Hot Tips for School Lunches" (1 sheet--2 pages)
This too contained news and information about the school lunch program. Often gave the outlook for USDA commodities which may be received in the near future. Recipes have occasionally been given.

Whole and Nonfat Dry Milk Bulletin. Michigan State University, Agricultural Experiment Station and College of Home Economics, published in October 1956 Circular Bulletin 223, Whole and Nonfat Dry Milk in Quantity Food Preparation. It contains 39 recipes which were developed primarily for the school lunch program.

VII. Usefulness of "Food Scoop"

To help evaluate "Food Scoop," the following questions were interspersed throughout the questionnaire. "In your opinion does 'Food Scoop' provide any additional information to the above sources (government, newspaper, wholesalers)?" "Do you read 'Food Scoop'?" "Do you file any of this information?" "Do you consider 'Food Scoop' a useful service?" Tables 87 through 90 summarize the answer to these questions.

Eighty-eight percent said "Food Scoop" was an additional source of information. The following were the parts which were mentioned as additional information:

	Number Mentioned
Local Prices	13
Trends and Market Information	17
Ideas	10
Recipes	18

Eighty percent said they read "Food Scoop" regularly and 6 percent said they never read it. Eighty-three percent said they filed all or parts of "Food Scoop."

Eighty three percent said "Food Scoop" was very useful, 9 percent said it was partly useful and 8 percent said it was of no value. There was a slight preference for "Food Scoop" in the public schools. Almost 90 percent of the public schools found it very useful compared with about three-fourths of the private schools.

TABLE 87

IS "FOOD SCOOP" AN ADDITIONAL SOURCE OF INFORMATION FOR SCHOOLS?

	Number	Percent
Yes	64	88
No	9	12
No Answer	9	
Total	82	100

TABLE 88

FREQUENCY OF READERSHIP OF "FOOD SCOOP" BY SCHOOLS

Frequency	Number	Percent
Regularly	66	80
Occasionally	11	14
Never	5	6
Total	82	100

TABLE 89

NUMBER OF SCHOOLS WHO FILED "FOOD SCOOP"

	Number	Percent
Yes	62	83
No	13	17
No Answer	7	
Total	82	100

TABLE 90

USEFULNESS OF "FOOD SCOOP" FOR SCHOOLS

	Public		Private		Total	
	Number	Percent	Number	Percent	Number	Percent
Very Useful	47	89	19	73	66	83
Partly Useful	4	8	3	12	7	9
No Value	2	3	4	15	6	8
No Answer	3		0		3	
Total	56	100	26	100	82	100

Kinds of Information Preferred

Table 91 summarizes the results to the following question. "The following kinds of information are usually in 'Food Scoop.' Check frequency you have used each kind." About 80 percent used food trends, "From the Big Kitchen" and recipes occasionally or regularly while about 72 percent used produce and meat prices occasionally or regularly.

TABLE 91

FREQUENCY OF USE OF EACH TYPE OF "FOOD SCOOP" INFORMATION BY SCHOOLS

Frequency	Food Trends		Meat Prices		Produce Prices		"Big Kitchen"		Recipes	
	No.	%	No.	%	No.	%	No.	%	No.	%
Regularly	48	58	36	44	45	55	48	58	36	44
Occasionally	17	21	22	27	15	18	19	23	30	36
Never	5	6	5	6	5	6	2	3	4	5
No Answer	12	15	19	23	17	21	13	16	12	15
Total	82	100	82	100	82	100	82	100	82	100

Suggested Changes for "Food Scoop"

The last question in the questionnaire was: "How would you suggest "Food Scoop" be changed to be more helpful to your food service?" Some of the general comments were: "More recipes and menus." "More short cuts in food preparation." "Suggest low cost meats and produce items." "More ideas for using government surpluses." "Recipes with canned meats and hamburgers." "Give advance information on government surplus foods."

VIII. "Food Scoop" Format

One of the objectives of the questionnaire was to determine the most meaningful way to present information in "Food Scoop." Since the format of "Food Scoop" in Detroit and Flint differs somewhat, examples of information were selected from each and tested. These examples were

described in Chapter II. Tables 92, 93 and 94 summarize the results. The schools liked meat price information in cost per serving or cost per pound with a slight preference for cost per serving. There was little preference between produce prices listed specifically by variety and grade and those listed in a general price range. About one-half preferred that food trends be written more specifically by indicating that a food item was up or down a few cents per pound from last month.

As shown in Table 95 about three-fourths found the length of "Food Scoop" satisfactory.

TABLE 92

METHOD PREFERRED BY SCHOOLS OF QUOTING MEAT PRICES

Meat Price	Number	Percent
Cost per pound	29	42
Cost per ounce	1	1
Cost per serving	33	47
Combination	5	7
None	2	3
No Answer	12	
Total	82	100

TABLE 93

METHOD PREFERRED BY SCHOOLS OF QUOTING PRODUCE PRICES

Produce Price	Number	Percent
Price Range	30	45
Specific Price	29	43
Neither	8	12
No Answer	15	
Total	82	100

TABLE 94

METHOD PREFERRED BY SCHOOLS OF WRITING FOOD TRENDS

Method	Number	Percent
General Description	24	36
More Specific Description	33	49
Neither	10	15
No Answer	15	
Total	82	100

TABLE 95

RATING OF LENGTH OF "FOOD SCOOP" BY SCHOOLS

Rating	Number	Percent
Just Right	61	74
Too Long	4	5
Too Short	4	5
No Answer	13	16
Total	82	100

Schools were tested on their knowledge of produce specifications in the same manner as restaurants. This question was described in Chapter II. The results are shown in Table 96. A large number of the schools did not answer this question which may mean they did not understand it. Of those answering more schools ordered by asking for large, medium or small produce than asking for specific size by number per box, etc.

TABLE 96

SCHOOLS' KNOWLEDGE OF PRODUCE SPECIFICATIONS

Terms Used	Number
General (Large, Small, etc.)	18
Specific (24's, 46's, etc.)	11
No Answer	53
Total	82

IX. Summary

Over 40 million Type A school lunches were served in the public schools in Michigan last year. About two-thirds of this food was purchased locally and the rest was received as surplus commodities.

School buying and menu planning are handled differently in each city. Of the public schools responding about one-half bought centrally and the other half bought individually. However, 94 percent of the individual school lunch managers or cooks planned or helped plan the menus. About one-third of the total sample were private schools.

Although monthly planning is recommended, about 50 percent of all the schools planned by the week. However, over half the schools with central buying did plan a month in advance. Over half the schools did not use a cycle menu.

Cheese, ground beef, eggs, poultry and fish were the five protein foods served most frequently in main dishes. The ground beef, cheese and eggs served were mainly from surplus foods, while the poultry, fish and hot dogs were purchased. Children's preference and surplus foods were the main factors determining menus.

About one-half used three or more fresh fruits regularly and three-fourths used some fresh fruit. About one-third used some fresh vegetables for cooking and 84 percent used salad-type vegetables. Over 70 percent said they never used any frozen vegetables.

The government has published twenty-one bulletins in relation to the operation of the National School Lunch Program. Four are directly related to planning, buying and preparing school lunches. Over 400

school lunch recipes are available along with twelve bulletins with recipes of specific food groups.

The state office of the Superintendent of Public Instruction sends to the public schools a monthly bulletin, which contains a plentiful foods list along with suggestions and recipes for the use of these foods. Other suggestions are given on planning, storing and preparing foods.

Eighty-three precent said "Food Scoop" was very useful, 9 percent said it was partly useful and 8 percent said it was of no value. There was a slight preference for "Food Scoop" in the public schools. Almost 90 percent of the public schools found it very useful compared with about three-fourths of the private schools.

Food trends, "From the Big Kitchen" and recipes were used more frequently than meat and produce prices.

CHAPTER V

CONCLUSIONS AND RECOMMENDATIONS

In evaluating marketing information for restaurants, hospitals and schools an attempt has been made to arrive at answers to two basic questions. Should the marketing information to quantity food users be expanded or reduced and how? Should the kinds of information and the format remain the same or be changed?

To answer these basic questions, the following questions must first be answered. Who can and does use "Food Scoop"? What kinds of information are needed and useable? Is "Food Scoop" meeting the objectives outlined by the Michigan MIC program? How can the information be most meaningfully presented? Do the benefits exceed the costs?

I. Who Can and Does Use "Food Scoop"?

Rating of Usefulness by Quantity Food Users

"Food Scoop" has been useful to quantity food users in the following order:

	Very Useful	No Value
1. Hospitals	87%	4%
Large	97%	0
Medium	93%	0
Small	77%	10%
2. Schools	83%	8%
Public	89%	3%
Private	73%	15%

	Very Useful	No Value
3. Restaurants	42%	32%
Large	44%	20%
Small and Medium	39%	45%

"Food Scoop" was most useful to hospitals. Since the sample represents one-half of a sample of 94 percent of the hospitals in the Detroit and Flint areas, this type of information would likely be valuable to hospitals in general. More consideration might be given to the small convalescent home which represents about one-fourth of all hospitals.

An average of 83 percent of public and private schools said "Food Scoop" was very useful, but more public than private schools said it was useful. The public school sample represents approximately one-eighth of the public schools in the areas studied. (The City of Detroit public schools were not included in this study.) This kind of information may be generally useable for schools with central or individual school buying.

Restaurants have found "Food Scoop" least useful. Less than half of the Detroit and Flint restaurants who have been receiving "Food Scoop" have found it very useful. The sample represents restaurants who have asked to remain on the 1957 mailing list. This might indicate that the bulletin is either not supplying the right kind of information or is not providing it in a way that it can be used. The results from Lansing tended to verify this. Two-thirds of the large restaurants in Lansing thought the information would be very useful, but less than half in Detroit and Flint reported that it has been very useful.

Thirty-seven percent of the small and medium-sized restaurants in Lansing thought such a bulletin would be of no value, while 45 percent in Detroit and Flint of the same size restaurants reported that it has been of no value.

Flexibility of Menus

Further study was done to determine who could potentially use "Food Scoop." One of the limiting factors for hospitals and schools may be the extensive use of cycle menus. With a fixed menu they probably lose some flexibility in taking advantage of good buys. Although about one-half used cycle menus, they were not rigid and were often seasonal cycles. This might indicate that some information should be given on yearly seasonal patterns.

The restaurants (one-fourth) who have permanent menus might find trend and price information of little value. Other kinds of buying information might be more useful. The use of a permanent menu is not necessarily a bad practice if the restaurant profits. However, there may be some relationship between permanent menus and volume for many more small and medium-sized restaurants than large had permanent menus.

Importance of Seasonal Price in Menus

Another factor in evaluating "Food Scoop" is to view the importance placed on seasonal price, supply and quality in menu-making decisions. Over 90 percent of the hospitals considered seasonal price occasionally or frequently in planning purchases while only about 60 percent of the restaurants did. Less than one-half of the small and medium-sized

restaurants considered seasonal price. Restaurants must feature "best sellers" on their menus. If seasonal buys fit into their "best seller" list, they could take advantage of them.

Although the school lunch program is vitally interested in low food costs, their 25 to 30 cent lunch definitely limits the menu possibilities. Their menu selections were mainly determined by the children's preferences and the surplus commodities received. A good seasonal buy was of little importance to them. Only a few items fit into their price bracket at any time.

About one-fourth of the restaurants, one-half of the hospitals and two-thirds of the schools said relative price changes determine the size of eggs bought. Again restaurants showed a rigidity in food buying by their lack of response to relative price changes and the size of eggs purchased.

II. What Kinds of Information are Needed and Useable?

Rating of Kinds of Information by Quantity Food Users

The following types of "Food Scoop" information have been ranked in the order of the greatest use.

1. Food Trends
2. "From the Big Kitchen"
3. Meat and Produce Prices
4. Recipes

Restaurants, hospitals and schools all rated food trends at the top of the list. "From the Big Kitchen" was a close second for

restaurants and schools. Hospitals rated all other information of about equal importance. Restaurants said meat prices were more important than produce prices. This was reversed for the schools. Recipes were rated low by both restaurants and schools.

The useful kinds of "Food Scoop" information are substantiated in menu and buying practices of quantity food users. Restaurants may be less interested in produce prices, because only one-third used any fresh vegetables for cooking. Since schools used very few meat items, meat prices would be of less value. All types of information may be valuable to hospitals because of the flexible and varied menus. Small hospitals might find wholesale meat prices less useful; about one-half said they bought all their meat from retail grocery stores.

There seems to be a conflict with schools. Recipes were rated as the least popular type of "Food Scoop" information. However, 88 percent of the schools said "Food Scoop" was an additional source of information for them--and recipes were the chief addition.

Schools have available to them hundreds of government school lunch recipes but the comment made most frequently on the questionnaire was "more recipes." One might conclude that the recipes are not the right kind. Some schools specifically stated that they needed recipes using canned meat and hamburger.

Other Sources of Information

In order to evaluate the kinds of information needed, other sources must be analyzed. Newspapers and salesmen were important sources for price and trend information for all types of quantity food users.

Trade magazines supplied many new ideas and recipes for restaurants and hospitals. The schools looked to government sources for trend information, new ideas and recipes. The fact that very few hospitals answered this question may mean that the amount of information available has been very limited.

A large number of all types of quantity food users thought "Food Scoop" was an additional source of information. Local price and market information was mentioned most often as being the additional information supplied by "Food Scoop." Both schools and hospitals have available a monthly bulletin on national food outlook. The newspaper contains local marketing information which was used to some extent. Newspapers were more important than salesmen as a source of information for hospitals. The fact that many small hospitals buy at retail may account for this.

Kinds of Information Needed

More knowledge is now available on the kind of information needed. Meat, the primary item in food cost, is worthy of much attention. Basic information on wholesale meat buying is needed. The present price and trend information supplied by this program assumes knowledge beyond many food service operators. Trends and prices should be supplemented with explanations from time to time. Seasonal patterns could be discussed. Some cost comparisons of primal and portion-cut meats would be very useful. Information on grades is definitely needed. News in meat buying could be featured--for instance, information on tenderized beef, aged beef or new ready-to-cook meat items. These would not have to be evaluated but only listed as available. Most pertinent information of

the types described would have to come from local restaurant meat suppliers. This information should be directed to restaurants and hospitals for schools do not use red meat items to any extent.

Poultry items were very important to all types of quantity food users. Although schools received some turkey in surplus, poultry was still one of the main protein foods purchased by schools. Over two-thirds of the hospitals bought all types of poultry. Restaurants bought fryers-broilers and turkeys to a large extent but less than half bought stewing and roasting chickens. Although the majority bought whole birds, some cost comparisons might be given between whole and parts. Boned and rolled turkeys are becoming a popular item. Such information might be pertinent.

No study was made on the use of fish, but this is an important part of the school lunch program as it is for restaurants and hospitals. Canned fish has been an important item for schools.

What kind of produce information should be given? Hospitals have been big users of fresh fruits and all kinds of fresh vegetables. Fewer restaurants and schools than hospitals bought fresh produce. About one-half of the restaurants and schools used three or more fresh fruits regularly and about one-third used some fresh vegetables for cooking. Over two-thirds used some fresh fruits and vegetables. Canned vegetables have been very important to schools and restaurants while frozen vegetables have been used to a great extent by hospitals. Small hospitals and restaurants used less fresh produce than large institutions. These facts point out an important need for more information concerning

canned and frozen fruits and vegetables. Any information on cost comparisons or advantages of one form over the other would be useful.

There is some indication that there is a general lack of knowledge of produce specifications in restaurants, schools and hospitals. Price information in "Food Scoop" has assumed this knowledge. Much more information is needed in explaining terminology. More detailed information could be given identifying vegetable and fruit varieties. Again the most pertinent information of this type can be obtained from local produce wholesalers.

III. Is "Food Scoop" Meeting the Objectives Outlined by The Michigan MIC Program?

If the objectives have been fulfilled in "Food Scoop" and then transmitted to quantity food users, the recipients should profit and orderly marketing would be stimulated. As previously mentioned a large percentage of hospitals and schools and some restaurants have been reading and using the material. More thought needs to be given to reach more of the readers who have found "Food Scoop" of little value.

Discussion of Objectives

The following are the objectives. Each is discussed separately in its relationship to "Food Scoop" and quantity food users.

"To provide quantity food users with regular and timely information on price trends and peak seasons of supply and quality of agricultural food products." This information has been incorporated in "Food Scoop" regularly but is it getting through to the reader? Often the information

is buried in description and not highlighted in any manner. Some method needs to be devised to boldly tell the reader the main foods in peak season. Too many foods listed destroys the purpose. Careful selection of a few items might gain more attention. Suggestions would be helpful on how these peak season items could be used.

"To provide information that will assist them in making wise choices in terms of serving consumers and taking advantage of supply situations so as to ultimately aid orderly movement of products." Probably the price listing serves this objective best. Actual price comparisons are available for making wise choices. However, they can only be used as a guide, for prices fluctuate and vary too much to have accurate meaning. There is some indication that the use made of price information has been to compare prices with their wholesaler. This may serve a valuable purpose, but can it be incorporated as one of the objectives of the program? The purpose of price information might be met more satisfactorily if the good seasonal buys were emphasized through an asterisk, underlining or separation from a standard list. To meet this objective more cost or price comparisons could be given--for instance, between fresh, frozen and canned vegetables, different grades of meat or different sizes of eggs. This could not be done in every bulletin but one item might be selected each time. With the indication of seasonal cycle menus and some long range planning, more information could be given on over-all yearly patterns.

"To assist food users in understanding marketing situations that affect supply, price and quality." This objective may be met to some

extent but often the information assumes too much knowledge or is written too subtly. Here, a chart could be given of the typical peak supplies for the month. Each time one item might be selected and then the production cycle briefly explained or some other item of interest in marketing.

"To provide information that will assist quantity users in making wise use of foods purchased." This objective has been met to a great extent. One suggestion might be to spread the information over more releases. Also, since the needs differ with quantity food users, some method might be devised to alternate the type of information. From time to time a release could be directed especially to each size and type of restaurant, school or hospital.

"To open other avenues to reach consumers." Quantity food users are consumers although the more accepted definition refers to families. Since about one-fourth of the food dollar is spent for food served outside the home, consumers can be served by buying information to restaurants, schools and hospitals. These quantity food users probably play an important part in developing food habits.

IV. How Can Information Be Most Meaningfully Presented?

Although the length of "Food Scoop" has been satisfactory, there were many suggestions to make it "less wordy" and use fewer "fancy" adjectives. One of the suggestions made was to write incomplete sentences and to use more outlining. More thought should be given to thorough labeling and identifying charts. All pages and prices should be dated.

About one-half the schools and hospitals planned by the week. No similar question was asked of restaurants. Weekly buying was common with restaurants which might indicate short range planning. However, with the relatively fixed menus much long range planning is necessary too. Since the trend and price information is only a guide, monthly information is probably adequate for most planning.

About one-half the restaurants and about one-third the hospitals said they used U. S. Prime or Choice beef for all steaks, roasts and pot-roasts. This may be slightly high. Should beef prices be quoted in U. S. Choice or some other grade? Since prices are only a guide, the grade quoted is relatively unimportant. The main thing, probably, would be to select one grade, label it and then stick by it. Relationships and comparisons could be made more easily. If some other grade were a particularly good buy for that month, a few prices might be highlighted separately.

Since more restaurants and hospitals are using fabricated and portion-cuts than primal cuts, prices given for portion-cuts may be most valuable. Again, the prices must be identified as being wholesale and fabricated. The dates prices were obtained should be listed and the city identified.

A few other results can be incorporated in writing information for "Food Scoop." Meat prices quoted in price per pound seemed most valuable. Any additional information in cost per serving could also be used. There was some preference that produce prices be quoted as specifically as possible by grade and variety. Obviously, not all

grades or varieties can be quoted, Preference was shown for less general description and more specific information in food trends. This is difficult to do, but an attempt might be made to write information which is easily translated and applicable to meal planning and food buying.

Suggested Revisions in "Food Scoop"

Examples follow of some of the revisions which might be made for different sections of "Food Scoop." Food trends might be put in chart form making it easier to scan. This tends to eliminate wordiness. One chart could show seasonal trends for meats and one for produce. One part of the meat chart could explain the seasonal cycle for each type of meat for that month based on past years. The second part could briefly point out the current supplies. A couple of sentences underneath the chart might select one meat or cut and briefly tell why the price is high or low that month. For produce trends only the current items could be reviewed. Again, one part could show typical seasonal supplies of locally grown and shipped-in produce; the other could tell the actual monthly expectations in supply and quality.

These charts could take one page. The back of the sheet could contain buying tips explaining briefly grades, buying specifications, varieties and any other detailed pertinent information.

For meat and produce prices fewer items might be listed--possibly, just the meat and produce found to be standard purchases. The extras could be put in as seasonal specials. One suggestion might be to give the meat price quoted the previous month. This would help with

comparisons and show specific trends. Since prices are only guides, one average price would simplify the reading and use. Another suggestion--give the price comparisons for frozen and canned fruits and vegetables when these are featured as fresh produce. (See pages 123, 124, and 125.)

V. Do the Benefits of "Food Scoop" Exceed the Costs?

What are the approximate costs of preparing "Food Scoop"? The three main types of costs are professional time in preparation, supplies and clerical time, and mailing costs. The following are the approximate costs for supplies and clerical time for 2000 copies of the present "Food Scoop" in Detroit:[1]

	Average Monthly Cost
Clerical Time (about 27 hours/month)	$46.50
Cost of Supplies (Ink, Paper, Envelopes)	69.00
Address Plates and Upkeep (Original cost of $240. spread over 5 years)	6.00
"From the Big Kitchen"	
Supplies	25.00
Clerical	5.00
Total	$151.50

On the basis of 2,000 copies the unit costs for supplies and clerical time have been about 7.5 cents. This unit cost would, probably, remain fairly constant for varying amounts. Mailing costs would vary with the volume. Professional costs would be constant no matter what

[1]Received from consumer agents in Detroit.

the volume. Roughly, on the basis of 2,000 copies the total per unit costs of the present "Food Scoop" might be about 17 cents. (The actual mailing list of quantity food users in Detroit has been about 750. The extra copies have been distributed in quantity lots for additional uses.) A reasonable estimate of the cost of "Food Scoop" for Detroit has been between $4,000 and $5,000 yearly.

The benefits in Detroit may exceed the cost when the dollar volume spent for food by quantity food users is considered. If one-fourth of the consumer food dollar is spent for food served outside the home, possibly one-fourth of the MIC resources should go toward this type of information.

Could other cities adopt such a program? Probably not, because the volume of distribution would be too limited. Flint, the second largest city in Michigan, has a present mailing list of 150 which means the unit costs are much higher.

From the analysis it appears some program should definitely be adopted for the hospitals throughout the state. Although schools said they used "Food Scoop", it is difficult to see how much of the information has been of value. The schools should probably remain on the list. They should be given more consideration in future information. Restaurants seemed to need and want information, but "Food Scoop" has not served the purpose. Greater consideration needs to be given restaurant problems.

VI. Recommended Plan

Here is a suggested plan which might reach more quantity food users and serve each type more specifically. Costs would remain at a minimum. "Food Scoop" could probably be reduced in size and still serve its purpose adequately. Instead of a five to six sheet (eight or nine pages) "Food Scoop" as presently sent in Detroit, it could be two to three sheets (three to five pages). The unit costs of 7.5 cents for supplies and clerical time might be cut. To make these changes might require more professional time, but with the increased volume the unit costs would be low. Mailing costs could be minimized by using the following plan.

Plan for Preparation of "Food Scoop"

Detroit could prepare a monthly two-page (one sheet) price guide (similar to the revised example, pages 124-125) directed to restaurants. The state office could prepare a monthly two-page food trend-buying tip sheet (similar to the revised example, page 123) for restaurants, schools and hospitals. The Tourist and Resort Service of the School of Hotel, Restaurant and Institutional Management could prepare monthly one page of pertinent information directed to restaurants in Michigan. The Quantity Food Service Laboratory of the College of Home Economics could prepare one page of pertinent information directed to hospitals and/or schools. Recipes could probably be omitted from all. The type and size of recipe needs differ so greatly that they probably have limited use. This was the least popular type of information. Several

special non-periodic bulletins designed to provide the kind of recipe information needed by specific types of users would serve the need for recipe material much better.

Plan for Distribution of "Food Scoop"

Hospitals. The food trend-buying tip sheet and "From the Big Kitchen" could be mailed directly to the 819 hospitals and convalescent homes in the state. A mailing list is readily available. An alternative would be to have it mailed with the Michigan Department of Health's monthly bulletin to a mailing list of 500.

Public Schools. The food trend-buying tip sheet and "From the Big Kitchen" could be mailed to all schools on the National School Lunch Program. An arrangement could be worked out to send it with the information from the office of the State Superintendent of Public Instruction.

Private Schools. The food trend-buying tip sheet and "From the Big Kitchen" could be sent in specified quantity lots to the cities with agents and mailed locally.

Restaurants. The Tourist and Resort information and the food trend-buying tip sheet could be sent to Detroit in quantity lots and mailed with a Detroit price sheet. The Tourist and Resort information and the food trend-buying tip sheet could be sent in specified quantity lots to the cities with agents and mailed locally to restaurants.

(Suggested Format)

MICHIGAN FOOD TRENDS
for the month of December

Meat Trends

	Typical Trends for December	Expected Supplies and Quality
BEEF U.S. Choice and Prime	Price medium this season--will continue downward.	
U.S. Good and Commercial	Price medium this season--price starting up.	
PORK	Low price season	
LAMB	Lowest price season	
VEAL	Near high price peak	
POULTRY	Prices rather constant	

Why are Lamb prices low? Sheep are born in spring and marketed in late fall. Supplies abundant in late fall and prices lowest. Serve lamb now!

PRODUCE TRENDS

Typical Trends for December	Expected Supplies and Quality
<u>Shipped-In</u> Florida citrus in prime--oranges, grapefruit, temples, tangerines California potatoes starting--Idaho fading. Brocolli, sprouts and spinach in good season. Yams from Louisiana coming in. <u>Local</u> Apples, potatoes and onions available from storage.	

(Suggested Format)

DETROIT MEAT PRICE GUIDE

Represents the approximate local wholesale prices that institutions would pay for fabricated or portion-cuts.

	Dec. 6 Price/ pound	Nov. 5 Price/ pound
BEEF(U,S. Choice)		
Steaks		
T-Bone Steak		
Club Steak		
N.Y. Strip (boneless)		
Sirloin Butt Stk.		
Filet		
Bottom Round		
Cubed Steak (U.S. Com.)		
Roasts		
Rib, (bone in)		
Sirloin Butt (boneless)		
Top Round		
Miscellaneous		
Short Ribs		
Liver		
Stew meat (U.S. Com.)		
Corned Beef		
PORK		
Fresh Ham (bone in)		
Smoked Ham (bone in and uncooked		
Pork Chops, center		
Bacon, top grade		
Spareribs		
Sausage, link		
bulk		
LAMB (U.S. Choice)		
Leg		
Loin Chops		
Rib Chops		
VEAL		
Liver, calves		
Cutlets		

	Dec. 6 Price/ pound	Nov. 5 Price/ pound
POULTRY PRODUCTS		
Fry.-Broilers		
Stew Chickens		
Turkey, Whole		
Boned and Rolled		
Eggs		
Large		
Medium		
Small		
FISH		

MONTHLY SPECIALS

(Give price of any other grade or cut which may be in peak supply. Asterisk any meats in regular columns which are "good buys" and remention them here.)

(Suggested Format)

DETROIT PRODUCE PRICE GUIDE
Represents approximate local wholesale prices December 6, 1957

VEGETABLES	Price per Selling Unit	Expected Quality	FRUITS	Price per Selling Unit	Expected Quality
Cabbage, white	$0.00/crate		Apples, No.1		
red	/crate	(List	McIntosh	$0.00/bu.	(List
Carrots	/50 lb.	good,	Wealthy	/bu.	good,
Celery, Pascel	/16 stk.	fair,	Wolf River	/bu.	fair
white	/4 doz.	or	No. Spy	/bu.	or
Cucumbers	/bu.	poor)	Bananas	/35 lb.	poor)
Green Peppers	/bu.		Grapefruit		
Tomatoes	/20 lb.		Florida,		
Salad Greens			Ind. River	/80's	
Head Lettuce	/24's		Calif.	/80's	
Leaf	/10 lb.		Texas,		
Romaine	/crate		Ind. River	/80's	
Bibb	/5 lb.				
Endive	/crate				
Escarole	/crate				
Parsley	/doz.		Oranges		
			Florida,		
Potatoes			Ind. River	/200's	
Mich., No. 1	/100 lb.		Calif.		
Maine, No. 1	/50 lb.		Sunkist	/113's	
Idaho, No. 1,					
100% Baker	/100 lb.		Lemons	/150's	
Calif., No. 1	/100 lb.				
Onions					
Spanish	/50 lb.				
White	/50 lb.				
Yellow	/50 lb.				
Green	/doz.				

SEASONAL SPECIALS

Fruit or Vegetable	Price/selling unit	Expected Quality

FROZEN FRUITS & VEGETABLES		CANNED FRUITS & VEGETABLES	
Item	Price/selling unit	Item	Price/selling unit

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MSU FOOD HANDLERS SURVEY Sample No.____

1. Please classify type of food service:
   Counter service _____ Cafeteria _____
   Table service _____ Drive-In _____
   Table-counter service _____ Other(specify)_____

   a. What is the seating capacity? _____

2. What position do you hold? _____

3. How often is your menu or clip-on changed?
   Permanent menu (no clip-ons used) _____ Weekly changes _____
   Daily changes _____ Other (specify) _____

4. In what form do you usually buy meat? List cuts for each group.

	BEEF		PORK		VEAL		LAMB	
	Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Frozen
Primal cuts (hotel cuts)								
Fabricated (Ready-to-cook roasts & large cuts)								
Portion-cut (Fabricated per person servings)								

5. Check type of place where you usually buy meats
   Meat packer _____ Retail Store or Super Mkt._____
   Meat wholesaler _____ Other (specify) _____

6. Check the grade of beef you usually buy for the following:

	U.S. Prime or Choice	U.S. Good	U.S. Standard or Commercial	Other (specify)
Steaks (broil)				
Pot Roasts				
Roast Beef				

7. Check in what form you usually buy poultry items?

	Fresh	Frozen	Whole	Parts
Fryers-Broilers				
Stewing Chickens				
Roasting Chickens				
Turkeys				

8. Does seasonal price, quality and supply determine kind or cut of meat you buy?

Frequently _____ Occasionally _____ Never _____

a. What other factors may be more important than current market situation?

_____

9. List kinds of fresh fruits and vegetables you buy regularly.

	YEAR AROUND	IN SEASON
Fruits		
Vegetables		

10. Do you use frozen vegetables? Yes _____ No _____

a. List kinds of frozen vegetables you use frequently. _____

_____

11. Do relative price changes of small, medium or large eggs determine the size you buy?

Yes, for all uses _____ Yes, for some uses _____ No _____

12. Check your most important source for each of the following types of food information.

	Current Prices	Future supplies and quality	New ideas or methods	Recipes
Trade magazines				
Newspaper, Radio, TV				
Wholesalers, Salesmen				
Government (Fed., St.)				
Other (specify)				

MSU FOOD HANDLERS SURVEY Sample No. ___

1. Please classify your institution: Hospital _____ Rest Home _____
   Other (specify) _____
   a. What is the approximate number of dinners served at one meal period?
   _____

2. What position do you hold? _____

3. How far in advance are your menus planned?
   about one week ____ about one month ____ Other (specify)_____

   a. Do you use a cycle menu (repeat pattern): Yes ____ No ____

   Comment: _____

4. In what form do you usually buy meat? List cuts for each group.

	BEEF		PORK		VEAL		LAMB	
	Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Frozen
Primal cuts (hotel cuts)								
Fabricated (Ready-to-cook roasts & large cuts)								
Portion-cut (Fabricated per person servings)								

5. Check type of place where you usually buy meats
   Meat packer ____ Retail Store or Super Market ____
   Meat wholesaler ____ Other (specify) _____

6. Check the grade of beef you usually buy for the following:

	U.S. Prime or Choice	U. S. Good	U. S. Standard or Commercial	Other (specify)
Steaks (broil)	_____	_____	_____	_____
Pot Roasts	_____	_____	_____	_____
Roast Beef	_____	_____	_____	_____

7. Check in what form you usually buy poultry items?

	Fresh	Frozen	Whole	Parts
Fryers-Broilers				
Stewing Chickens				
Roasting Chickens				
Turkeys				

8. Does seasonal price, quality and supply determine kind or cut of meat you buy? Frequently ____ Occasionally ____ Never ____

a. What other factors may be more important than current market situation?

_____

9. List kinds of fresh fruits and vegetables you buy regularly.

	YEAR AROUND	IN SEASON
Fruits		
Vegetables		

10. Do you use frozen vegetables? Yes____ No ____

a. List kinds of frozen vegetables you use frequently. _____

_____

11. Do relative price changes of small, medium or large eggs determine the size you buy? Yes, for all uses ___ Yes, for some uses ____ No ____

12. Check your most important source for each of the following types of food.

	Current Prices	Future supplies & quality	New ideas or methods	Recipes
Trade magazines				
Newspaper, Radio, TV				
Wholesalers, Salesmen				
Government (Fed., St.)				
Other (specify)				

13. In your opinion does "Food Scoop" provide any additional information to the above sources?

Yes____ No ____ What? _____

MSU FOOD HANDLERS SURVEY Sample No._____

1. Please list your school name_____ City _____ County_____

   a. Classify type school: Public _____ Private _____

2. What position do you hold?_____

3. How many complete lunches do you serve daily?_____

4. Do you participate in Federal School Lunch Program? Yes ___ No ___

5. Check about what part of your schools foods are served from Federal surpluses during the year.

	75%	50%	25%	None	No idea
Eggs					
Milk					
Vegetables					
Meats					

6. Who plans your school's menus?
   School lunch manager _____
   City supervisor _____
   Combined school lunch managers in area _____
   Other (specify) _____

7. How far in advance are your menus planned?
   about one week _____ about one month _____ Other (specify)_____

   a. Do you use a cycle menu (repeat pattern)? Yes ____ No ____

   Comment:_____

8. Who buys the food for your school?
   School lunch manager (buys for one school)_____
   Central buyer (buys for number of schools)_____
   Other (specify)_____

9. What protein foods do you use most often in main dishes? Indicate if purchased or from Government surplus during the past 1-3 years.

Protein Food (Meat, poultry, fish, eggs, cheese) For meats, list specific cut.	Purchased (usually)	Govt. surplus (usually)
a.		
b.		
c.		
d.		
e.		

10. Check the most important reason which determines your choice of a main dish.
Surplus foods _____
Children's preference _____
Good seasonal buy _____
Other (specify)_____

Comment: _____

11. List kinds of fresh fruits and vegetables you buy regularly.

	YEAR AROUND	IN SEASON
Fruits		
Vegetables		

12. Do you use frozen vegetables? Yes _____ No _____
a. List kinds of frozen vegetables you use frequently. _____

13. Do relative price changes of small, medium or large eggs determine the size you buy?

Yes, for all uses _____ Yes, for some uses _____ No _____

14. Check your most important source for each of the following types of food information.

	Current Prices	Future supplies & quality	New ideas or methods	Recipes
Government (Fed.,St.)				
Newspaper, Radio, TV				
Wholesalers, Salesmen				
Other (specify)				

15. In your opinion does "Food Scoop" provide any additional information to the above sources?
Yes _____ No _____

What?_____

MSU FOOD HANDLERS SURVEY

1. Do you read "Food Scoop" (monthly bulletin)?
Regularly _____ Occasionally _____ Never _____

Comment: _____

2. The following kinds of information are usually in Food Scoop. (See attached copy.) Check frequency you have used each kind.

	Regularly	Occasionally	Never
Monthly supply and quality changes on local market ("Food Trends")	_____	_____	____
Current local meat prices.	_____	_____	____
Current local fresh fruit and vegetable prices.	_____	_____	____
General food information ("From the Big Kitchen").	_____	_____	____
Recipes.	_____	_____	____

Comment: _____

3. What is your opinion on the usual length of Food Scoop?
Just right _____ Too long _____ Too short _____

Comment: _____

4. Do you file any of this information? Yes____ No____

5. Check in which form meat price information would be most helpful to you in menu planning or meat buying.

a. _____	b. _____	c. _____		d. _____
Cost per pound	Cost per ounce	Servings per lb.	Cost per serving	None
52 - 56¢	3¼ - 3½¢	4	13 - 14¢	

Comment: _____

6. Check which of these two types of statements would be more helpful to your menu planning and meat buying.

a. _____	b. _____	c. _____
Beef: Due to a decline in the normal supply of fancy grain-fed cattle, prices are unusually high. There are plenty lower grades of grass-fed cattle available to be prepared by moist cookery.	Beef: Supply of high quality beef down with average prices up 2¢ per lb. from last month. Average prices of lower grade beef down 1¢ from last month.	Neither

Comment: _____

7. Check which of these two types of price information would be more helpful in potato buying.

a. _____ _____

Calif. 100# $4-5.50	Calif. No. 1 100% A 100# $5.50
Idaho 100# 5-6.50	Idaho No. 1 100% Baker 100# $6.50
	Idaho No. 1 25% Baker 100# $5.50
Maine 100# 4-5.00	Maine No. 1 "Chef" 100# $5.00
Mich. 100# 3-4.00	Mich. No. 1 100# $4.00

Comment: _____

8. In ordering the following produce, indicate how you designate size, quantity and quality.

	Size	Quantity	Quality
Grapefruit	_____	_____	_____
Tomatoes	_____	_____	_____
Lettuce	_____	_____	_____
Celery	_____	_____	_____

9. Do you consider Food Scoop a useful service? Yes ___ No ___ Possibly ___

10. How would you suggest Food Scoop be changed to me more helpful to your food service?

_____

_____

_____

_____

_____

_____

_____

_____

_____

MSU FOOD HANDLERS SURVEY

1. The following kinds of information could be in a food buying bulletin. (See atached sample "Food Scoop") Check how useful each kind would be to you.

	Very Useful	Useful	Not useful
Monthly supply & Quality changes on local market (Food Trends)			
Current local meat prices			
Current local fresh fruit and vegetable prices			
General food information (From the Big Kitchen)			
Recipes			
Comment:			

2. What is your opinion on the length of the sample "Food Scoop"?
Just right _____ Too long _____ Too short _____

Comment: _____

3. Check in which form advance meat prices would be most helpful in menu planning or meat buying.

a. _____	b. _____	c. _____		d. _____
Cost per lb.	Cost per ounce	Servings per lb.	Cost per serving	None
52 - 56¢	3¼ - 3½¢	4	13-14¢	

Comment: _____

4. Check which type of advance information would be more helpful to your menu planning and meat buying.

a. _____	b. _____	c. _____
Beef: Due to a decline in the normal supply of c fancy grain-fed cattle, prices are unusually high. There are plenty lower grades of grass-fed cattle available to be prepared by moist cookery.	Beef: Supply of high quality beef down with average prices up 2¢ per lb. from last month. Average prices of lower grade beef down 1¢ from last month.	Neither

Comment: _____

5. Check which of these two types of price information would be more helpful in potato buying.

a. _____	b. _____	c. _____
Calif. 100# $4-5.50	Calif. No. 1 100% A 100# $5.50	Neither
Idaho 100# 5-6.50	Idaho No. 1 100% Baker 100# $6.50	
	Idaho No. 1 25% Baker 100# $5.50	
Maine 100# 4-5.00	Maine No. 1 "Chef" 100# $5.00	
Mich. 100# 3-4.00	Mich. No. 1 100# $4.00	

Comment: _____

6. In ordering the following produce, indicate how you designate size, quantity, and quality.

	Size	Quantity	Quality
Grapefruit	_____	_____	_____
Tomatoes	_____	_____	_____
Lettuce	_____	_____	_____
Celery	_____	_____	_____

7. Would you consider this bulletin "Food Scoop" a useful service?
Yes _____ No _____ Possibly _____

8. If such a bulletin were made available in the Lansing area, would you like to be put on a mailing list?

Yes _____ No _____

9. What suggestions would you make for such a bulletin to be useful to your food service?

_____

_____

_____

_____

_____

_____

I AM CALLING CONCERNING THE FOODSCOOP SURVEY OF MSU COOPERATIVE EXTENSION SERVICE. DO YOU RECEIVE FOODSCOOP? WE WOULD LIKE TO HAVE YOU ANSWER A FEW QUESTIONS ABOUT IT?

1. Is Foodscoop very useful _____
partly useful _____
no value to you _____

(If useful) What part do you find helpful?

_____

2. What would you suggest to make Foodscoop more useful to You?

_____

NOW, JUST A COUPLE FACTS ABOUT YOUR RESTAURANT:

3. What is the seating capacity of your restaurant? _____

4. How often is your menu or clip-on changed?
Permanent (no-clip-ons used) _____ Weekly changes _____

Daily changes _____ Other _____

a. Do you make your menu changes according to seasonal price and supply? Frequently _____ Occasionally _____ Never _____

b. What else determines what the menu changes will be?

_____

COOPERATIVE EXTENSION WORK
IN AGRICULTURE AND HOME ECONOMICS
STATE OF MICHIGAN

MICHIGAN STATE UNIVERSITY
U. S. DEPARTMENT OF AGRICULTURE
COOPERATING

COOPERATIVE EXTENSION SERVICE
MARKETING INFORMATION FOR CONSUMERS

Foodscoop—

FOR INSTITUTIONS

Consumer Marketing Information Agent

FOOD OUTLOOK FOR '57

Meat: Large supplies for the year but a little below 1956 supply. Costs will probably be slightly higher.

Beef: Top quality beef supplies expected to be larger in first half of year, a little smaller later.
Pork: Pork supplies down slightly first six months, but will increase the second half of year.
Lamb: Same as 1956.

Poultry: Another big production year, exceeding record set in 1956.

Eggs: High production, favorable prices for consumer.

Dairy: Continuation of up trend in supply.

Fruits and Vegetables: Supplies expected to be adequate.

FOOD TRENDS

BEEF: Good supply of high-quality beef with front quarters moving more rapidly . . . resulting in better prices on hind quarters. A wholesale check on January 7 showed beef prices up an average of 1/2 cent, beef liver up 2 1/2 cents.

PORK: Less than average supply for this time of year. Report of January 7 shows pork loins up 4 1/2 cents, Boston butts down 1 cent, pork liver up 3 1/2 cents, smoked hams up 2 cents.

POULTRY: Turkey market remains about the same. Fowl up 2 cents.

EGGS: Large eggs down 2 to 3 cents a dozen, mediums down 1 cent.

DAIRY PRODUCTS: In good supply. Butter down 1/4 cent.

VEGETABLES: Fresh vegetables in good supply for the season. Shipments coming in from California, Texas, and Florida. Michigan potatoes in good supply and of good quality. Prices lower than those shipped from out of state.

FRUITS: Good supply of Michigan apples and all citrus fruits. Also pineapples, pears, and various other fruits.

U. S. D. A. PLENTIFUL FOODS MONTHLY LIST

Features: Eggs, Potatoes, Canned Sweet Corn.

Other Plentifuls: Beef, Pork, Turkey, Broilers & Fryers, Ocean Perch Fillets, Milk & Other Dairy Products, Onions, Dried Prunes, Dates, Canned Purple Plums.

VEGETABLE	SELLING UNIT	UNIT PRICE
Beans, Green	28 lb. hamper	$5.50
Beets	Dozen	1.20
Broccoli	28 lb. crate	5.75
Brussels Sprouts	Quart	.30
Cabbage	50 lb. bag	3.00
Red	Case	4.00
Carrots		
Michigan	50 lb. bag	3.50
Texas New	50 lb. bag	4.00
Cauliflower	Case	3.50
Celery, Florida White	Dozen	1.90
California Pascal	12's, 16's cases	4.50
Chives	Pot	.20
Cucumbers	Bushel (Choice or Fancy)	6.00
Eggplant	Case	4.00
	Pound	.25
Garlic	Pound	.50
Greens		
Bibbs Lettuce	Basket, 15 - 20 heads	2.75
Collard Greens	Bushel	2.75
Escarole	Dozen	2.00
Head Lettuce	4's dozen, 5's dozen	2.50-4.75
Leaf Lettuce	10 lb. basket	4.25
Mustard Greens	Bushel	2.75
Parsley	Dozen	1.20
Romaine	Dozen, California	1.50
Turnip Greens	Bushel	2.75
Peppers, Green, California	Basket	6.50
	Pound	.30
Horseradish (pure)	Dozen 5 oz.	2.00
Mushrooms	Pint	.35
	Quart	.70
Onions		
Green Onions	Dozen	1.10
Spanish	50 lb.	4.00
Yellow	50 lb.	2.00
White	50 lb.	4.00
Parsnips	Basket	2.50
Peas	28 lb. hamper	4.50
Potatoes		
Idaho Long White, No. 1	100 lbs.	5.50
Idaho Long White, No. 2	100 lbs.	4.50
Idaho Bakers	100 lbs.	6.50
Maine	50 lbs., Chef's Special	2.50
Michigan	100 lbs.	3.25
Radishes	Dozen cello	1.00

THESE PRICES SUBJECT TO CHANGE WITHOUT NOTICE

(continued)

VEGETABLE	SELLING UNIT	UNIT PRICE
Squash		
Butternut	Bushel	$2.00
Hubbard	Bushel	2.50
Summer	Bushel	3.00
Table Queen	Bushel	1.75
Sweet Potatoes (fancy)	50 lbs.	5.50
Tomatoes	Box	3.50
Turnips	Bushel	3.00

* * * * * * *

FRUIT	SELLING UNIT	UNIT PRICE
Apples		
Cortland	Crate	3.50
McIntosh	Crate	3.50
Michigan Delicious	Crate	3.50
Northern Spy	Crate	4.00
Romes	Crate	3.50
Western Delicious	Box, 56 - 72's	6.75
Avocados	Bos, 20's	3.75
Bananas	Crate	5.50
Cocoanuts	Dozen	2.00
Citrus		
Grapefruit	Box, 70 - 80's	5.50
Lemons	126 - 150, Sunkist	6.00
Limes	Box	5.00
Oranges (California)	Box	$4.25-5.50
Oranges	150 Box	6.00
Tangerines	176 box	3.75
Cranberries	Case, 1 lb. pk.	5.00
Dates	Bulk case, 70 lbs.	12.50
Grapes, Emperor	Case	5.50
Nuts		
Almonds	Pound	.48
Brazil	Pound	.49
Chestnuts	Pound	.20
Filberts	Pound	.46
Peanuts	12 oz. package	.29
Pecans	Pound	.49
Walnuts	Pound	.50
Mixed	Pound	.47
Peaches	Case	3.25
Pears, D'Anjou	Case	6.75
Pineapple	9 cases	3.25
Plums	Bushel	8.50

THESE PRICES SUBJECT TO CHANGE WITHOUT NOTICE

APPROXIMATE COST PER SERVING SUGGESTIONS

These foods are listed by approximate cost per serving. One serving means 1/2 cup fruit or cooked vegetables; 3-1/2 to 4 ounces cooked meat, poultry, or fish; one cup milk; 2 or 3 ounces cheese; and 2 medium eggs. Most prices are from wholesale and restaurant supply sources. Costs of seasonings and trimmings are not included in cost per serving.

MEAT	SERVING PER POUND	COST PER SERVING
Veal		
Ground Veal Pattie	-4-	14¢-16¢
Stew Meat	-5-	10¢-13¢
Shoulder Roll	-3-	19¢-22¢
Drumsticks	-4-	17¢-20¢
Boneless Leg	-3-	18¢-21¢
Cutlet		20¢-25¢
Chops	-4-	23¢-26¢
Lamb		
Lamb Ring	-4-	15¢-17¢
Ground Lamb tucked in shoulder and sliced to look like a chop		23¢-27¢
Rolled Lamb	-4-	20¢-23¢
Lamb Shoulder	-2½-	21¢-25¢
Lamb Steak	-3-	27¢-30¢
Leg of Lamb	-3-	29¢-33¢
Beef		
Hearts	-5-	4¢- 7¢
Patties (2 oz.)	-8-	4¢- 5¢
Dried, Chipped	-8-	7¢-10¢
Stew	-5-	6¢- 9¢
Liver	-4-	9¢-14¢
Short Ribs	-2-	10¢-13¢
Corned Beef Brisket	-4-	14¢-17¢
Tongue	-3-	14¢-17¢
Sirloin Butts (Commercial)	-3-	15¢-18¢
Chuck Boneless (Commercial)	-3-	11¢-14¢
Swiss and Cube (Commercial)	-4-	18¢-21¢
Chuck (Good)	-3-	17¢-20¢
Sirloin Butts (Good)	-3-	22¢-26¢
Standing Rib (Good)	-2-	33¢-36¢
Pork		
Liver	-5-	4¢- 6¢
End Cut Pork Chop	-4-	8¢-11¢
Boneless Shoulder Roast	-4-	12¢-15¢
Pork Hocks	-3/4# /serving-	15¢-17¢
Boneless Pork Loin	-4-	16¢-19¢
Fresh Ham	-3-	14¢-18¢
Round Boneless Smoked Ham	-4-	20¢-22¢
Canned Ham	-4-	19¢-22¢
Center Cut Chops	-4-	20¢-23¢

FISH

Under 20¢	20¢-30¢
Herring	Lake Perch
Smelt	Buffalo
White Bass	Whitefish
Frozen Fillets:	Trout
Cod	Salmon Steak
Haddock	Scallops
Halibut	Medium Shrimp
Salmon	
Perch	**30¢-40¢**
Northern Pike	Jumbo Shrimp
Yellow Pickerel	Red Snapper
Walleyes	

60¢-75¢
Lobster Tails

DAIRY FOODS

3¢-6¢	6¢-10¢
Fresh Milk	2 Medium Eggs
Chocolate Milk	Cheese Spreads
Cottage Cheese	Milk Cheddar Cheese
	2 Large Eggs

PERATIVE EXTENSION SERVICE
HIGAN STATE UNIVERSITY
ETING & CONSUMER INFORMATION

Food Scoop for INSTITUTIONS IN DETROIT

- FOOD TRENDS IN THE DETROIT AREA
- HEADLINERS
  Pep Up With Spring Menus!
- COUNT YOUR PENNIES

COOPERATIVE EXTENSION WORK
in Agriculture and Home Economics

Michigan State University
U.S.Department of Agriculture
Cooperating

Cooperative Extension Service
Marketing and Consumer Information

Consumer Marketing
Information Program
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"Food Scoop for Institutions"

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Market Report-Thursday Detroit News
Market Basket-Thursday Detroit Times
Market Tips-Friday Detroit Free Press

Food Scoop in neighborhood and suburban papers

Listen for "Marketing Tips" on the Jack Harris' show, Thursday, 9:30 A.M. - WJR

Call TRinity 3-0151 for daily taped market information.

Marjorie G. Gibbs

(Mrs.) Marjorie G. Gibbs
Consumer Marketing Information Agent

(Mrs.) Marjorie G. Gibbs
Consumer Marketing Information Agent
318 Boulevard Building
7310 Woodward Avenue
Detroit 2, Michigan

June 1, 1957

*FOOD TRENDS IN THE DETROIT AREA - MAY 29, 1957

TURKEY: June production is estimated larger than ever before, especially in birds over 18 pounds. Mature hen turkeys, over a year old, are plentiful. When cooked by moist heat, they are delicious - for hot or cold slices, salads, casseroles, sandwiches, etc.

FRYERS: Supplies are abundant. Temporary price increases are expected to drop before the middle of the month.

FOWL: Prices are at a low level at this time of the year. Supplies are heavy. Wise institutional buyers will take advantage of new menu possibilities.

LAMB: Yearling lamb has about disappeared from the market and more of the genuine Spring lamb, born in 1957, is appearing. As sizes increase, quality will also increase, and prices will drop. Front-quarter cuts are the best values now.

BEEF: Marketings of the choice grade cattle are expected to reach a peak and decrease during June. Though there is an abundance of top quality beef, prices are climbing. More grass-fed beef will be available.

PORK: As the number of hogs marketed continues to fall off, prices will increase slowly. Such shoulder cuts as the Boston butt are among the better values. More edible meat is supplied per food dollar. Food handlers will also be interested in fresh hams and bacon.

VEAL: Little change in supply or price is anticipated. In May prices increased fractionally.

EGGS: The market continues to be low, due primarily to farm marketings heavier than a year ago, and large storage holdings. However, production may decrease slightly. Large sizes are the best values, but extra large and jumbo sizes will decrease.

DAIRY: Production of more milk is anticipated this June than in any single previous month. There is an abundance of all dairy products for Dairy Month. For emergencies, keep a stock of evaporated milk, condensed milk or dry milk on hand. They take little space, need no refrigeration and are nutritious.

FISH AND SHELLFISH: With the opening of the northwest Canadian lakes, a larger catch of whitefish, with improved quality and lower prices, is anticipated. There should be little change in supply or price of lake perch, though pickerel may advance very slightly. Trout is available. The smelt run is over.

There are ample supplies of all ocean fillets and frozen fish.

Shrimp is still scarce and high in price, and no change is expected during the month.

VEGETABLES

ASPARAGUS: All late spring yields are above average. The Michigan crop will be abundant all month and prices are low. Buy asparagus that has been kept cold - it toughens fast when warm.

GREEN ONIONS: Local production is reaching a peak period. For best quality and mild flavor, select only the white varieties.

*SUPPLIES AND PRICES MAY SHIFT DURING JUNE DUE TO RAINFALL, TEMPERATURE, GROWING AREAS, ETC.

GREENS: Nearby supplies of collard, mustard and turnip greens will increase during the month. Romaine and leaf lettuce will also be available at lower costs for salads. The simplest way to improve the diet is through the addition of greens.

POTATOES: Supplies will be plentiful. The crop will come mainly from California where growing conditions have been excellent and yields of top quality long white potatoes are record high. Competition between old and new stocks are holding prices low.

RADISHES: Local harvests will be plentiful in June. Prices are expected to be lower than a year ago.

TOMATOES: Favorable crop prospects prevail, though cool weather and hard rains retarded growth in some areas. Peak shipments will arrive by the last of the month, to add to local supplies. Prices are dropping.

FRUITS

BANANAS: Unusually low prices have been prevalent. Though quality will continue to be good, June imports are expected to drop. Prices will return to average. Bananas provide many opportunities for tempting breads, salads or desserts.

CHERRIES: June is the peak month for sweet cherries, continuing through July. Though a record crop was expected in California, recent rains destroyed much of the fruit. Quality will improve by the middle of the month.

ORANGES: Both Florida and California are shipping excellent quality Valencia juice oranges. The navel season is drawing to a close. Though the fruit may be green it is still sweet, for at the last of the season it often turns back to green.

STRAWBERRIES: The total crop reaches a peak in June. It is expected to be record high and of fine quality. Shipments are arriving from many southern states, Indiana and California. Recent rains in Calfornia may have effected the extraordinary large crop.

The Michigan Benton Harbor season will begin on June 1 and reach a peak between June 12 - 18.

CANNED, FROZEN AND STAPLES

ASPARAGUS: Though the new pack is about the same size as last year, more efficien production methods are expected to decrea prices.

FATS AND OILS: Prices are at rockbottom levels due to record high stocks and less export trade.

FREESTONE PEACHES: Stocks are 80% larger than they have been in any previous season. Attempts are being made to deplete the supply by decreased prices - before the new pack begins.

OLIVES: All types are showing a healthy decrease in price following indications of a much improved crop this year.

PECANS AND WALNUTS: Much increased crop yields have caused supplies to be an excellent value. Prices are drastically below those of last year.

In Plentiful Supply:	Radishes, Collard, Cabbage, Mustard and Turnip Greens, Green Onions, Potatoes, Strawberries, Watermelon.
In Moderate Supply:	Asparagus, Spinach, Bibb Lettuce, Leaf Lettuce, Romaine, Green Beans, Beets, Cabbage, Cantaloupe, Carrots, Corn, Cucumbers, Honeydews, Lettuce, Limes, Onions, Oranges, Green Peppers, Tomatoes, Bananas, Cherries, Pineapple, Plums, Grapefruit.
In Light Supply:	Apples, Broccoli, Dill, Kale, Summer Squash, Parsley, Rhubarb, Sorrell Greens, Turnips, Artichokes, Avocadoes, Cauliflower, Celery, Eggplant, Endive, Escarole, Grapes, Sweet Potatoes, Apricots.

Count Your Pennies

COST PER POUND, UNCOOKED

MEAT	CHOICE COST	
BEEF		
Porterhouse Steak	$1.75 - 1.78	2.50 Prime
T-Bone Steak	$1.75 - 1.78	2.50 Prime
Sirloin Steak	$1.50 - 1.80	2.70 Prime
4oz. Filet	$3.04	1.75 Comm.
Club Steak	$1.50 - 1.55	1.70 Prime
Boneless 9" Strip Steak	$2.34 - 2.45	3.15 Prime
Sirloin Roast	$ .72 - .80	.82 - .90
Boneless Butt		
Rib Roast	$ .70 - .79	.99 Prime
Cubed Steak	$1.15 - 1.25	
Corned Beef	$ .55 - .58	Kosher-Trimmed
Flank Steak	$ .60 - .65	Steer
Gr. Chuck	$ .40	Commercial
Gr. Round	$ .48	Commercial
Stew	$ .48	Commercial
Short Ribs	$ .44 - .49	Trimmed
Liver	$ .39	
Oxtails	$ .23 - .25	

PORK	
Cntr. Cut Chops	$ .73 - .80
Tenderloin	$ .78 - .95
Fresh Ham	$ .48
Smoked Ham	$ .54 - .59
Canadian Bacon	$ .87 - 1.13
Loin Roast	$ .48 - .55
Pig Hocks	$ .25 - .28
Spareribs, Sm.	$ .47 - .49
Steak, butt	$ .40 - .55
Knockwurst	$ .45 - .49
Sausage, link	$ .50 - .56
Bacon	$ .57 - .67
Frankfurters	$ .45
Liver	$ .20 - .25

LAMB	
Loin Chops	$1.49 - 1.90
Rib Chops	$1.20 - 1.55
Scotch Chops	$ .59
Shoulder	
Boneless	$ .56
Bone-in	$ .38 - .43
Leg	$ .57 - .61
Shoulder Chops	$ .59 - .78
Breast	$ .13 - .15
Liver	$ .26 - .28

MEAT	CHOICE COST
VEAL	
Calves Liver	$ .95 - 1.10
Leg	$ .60 - .63
Cutlets	$ .89 - 1.00
Loin Chops	$ .85
Rib Chops	$ .75
Stew	$ .55
Cubed Cutlet	$ .65
Breast	$ .20 - .32

FISH	COST PER POUND
Red Snapper	$.52 - .65 Dressed
Yellow Pickerel	$.65 - .85 Filleted
	$.32 - .45 Dressed
Trout	$.65 - .80 Dressed
	1.20 Filleted
Salmon Steak	$.69 - .95 Dressed
Whitefish	$.50 - .70 Dressed
Blue Pickerel	$.55 - .70 Filleted
Lake Perch	$.30 - .45 Filleted
White Bass	$.20 - .30 Dressed
	$.40 - .50 Filleted
Herring	$.22 - .30 Dressed
Smelt	$.30 Cleaned
Haddock	$.43 - .50
Cod	$.32 - .45

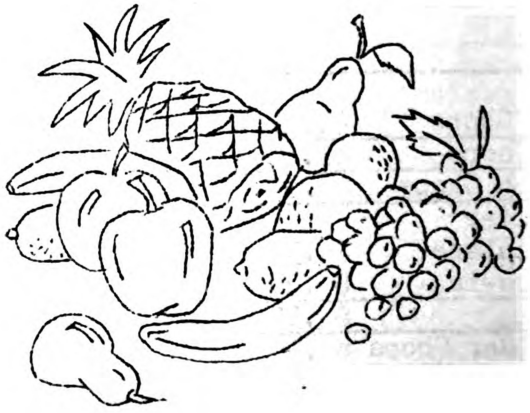
FROZEN	
Ocean Perch	$.27 - .36 Fillets
Cod	$.26 - .33 Fillets
Haddock	$.31 - .40 Fillets
Halibut Steaks	$.53 - .65
Silver Brite Salmon Steaks	$.53 - .70
Silver Salmon Steaks	$.59 - .75

SHELFISH	
Lobster Tails	$1.30 - 1.60 Depending on Size
Jumbo Shrimp	$1.05 - 1.20
Medium Shrimp	$ .90 - 1.00
Scallops	$ .65 - .95 Depending on Size

OTHER	
Frog Legs	$1.65 - 2.00

VEGETABLES	SELLING UNIT	UNIT PRICE
Asparagus, Michigan	4-4½ lb. bunch	$ .90 - 1.00
Snap Beans	28 lb. hamper	$4.50 - 4.75
Broccoli	14 bunch crate	$3.25 - 3.50
Cabbage	50 lb. sack	$2.75 - 3.00
	50 lb. crate	$3.00 - 3.50
Carrots	50 lb. bag	$2.75 - 3.25
	4 doz. cello crate	$3.00 - 3.50
Celery, California Pascal	2-2½ doz. crate	$5.50 - 5.75
Corn	5 doz. crate	$3.50
Cucumber	Bushel	$4.00 - 6.00
Eggplant	Bushel	$4.50 - 5.00
Lettuce	2 doz. crate	$3.00 - 3.75
Onions (dry)	50 lb. sack	$3.00 - 3.50
Romaine, Michigan	Bushel crate	$2.50 - 3.00
Leaf Lettuce, Michigan	Bushel	$2.00 - 2.25
Onions, Green, Michigan	Doz. bunches	$1.00 - 1.10
Parsley, Michigan	Doz. bunches	$1.00 - 1.10
Peppers	Bushel	$7.00 - 7.25
Potatoes, California Long White	100 lb.	$4.00 - 4.50
" New Reds	50 lb.	$2.00 - 3.00
" Idaho	100 lb.	$4.50 - 5.00
" Michigan	50 lb.	$1.50 - 2.00
Sweet Potatoes	100 lb.	$5.75 - 6.00
Radishes, Michigan	Doz. bunches	$1.00 - 1.25
Spinach, Michigan	Bushel	$1.75 - 2.00
Squash, Yellow	Bushel	$4.50 - 5.00
Tomatoes	10 lb. repack	$3.00 - 3.25
"	8 lb. hot house	$2.75 - 3.00

FRUITS		
Apples		
Northern Spies	Bushel	$4.00 - 4.25
Winesaps	Bushel	$7.00 - 7.50
Bananas	35 lb.	$5.00 - 5.25
Cherries, Tartarian	15-16 lb.	$7.00
" Bing	15-16 lb.	$9.00
Grapefruit	46 -54 size	$6.00 and 5.00
Grapes, seedless	Crate	$13.00
Oranges, Florida	200 - 176 size	$5.00 and 6.00
Pineapple	9 size	$3.50
Watermelons, Florida	20-30 lb.	$1.00 - 1.75



From the Big Kitchen

By Dr. Pearl Aldrich
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Michigan State University

MEAT PIE WITH PERSONALITY!

Many menu makers, especially those who plan for consumers with moderate incomes, place tasty, distinctively-seasoned meat pies high on their list of "best sellers". Even the most able connoisseurs of less plebian meat cookery find them a welcome change from more expensive 'whole meat' entrees. A food service operator, charged with the responsibility of producing popular AND profitable menu items, will do well to ponder the virtues of meat pies in relation to the utilization of whole meat by-products as well as to his meat budget. Purchasing specifically for this type meat item permits a less-tender and less-costly selection and yet meat pies also provide a profitable channel for the disposition of trim and left-over quantities stock-piled from the more expensive cuts.

The caption 'meat pie' most commonly denotes those which are made only with beef. Don't, however, overlook the many delightful flavor varieties which can be achieved through combining beef with veal or pork; veal with pork; and ham with chicken or turkey. Remember too that veal, lamb, pork, ham, chicken, turkey, salmon or tunafish pies can lessen your menu repetition for this type of item. Additional interest can be achieved easily through a change of texture. Does your cook or chef ALWAYS dice the meat for pies, or do you occasionally insist that he vary the appearance by using sliced or ground meat? Does your recipe call for the same combination of vegetables for ALL meat flavors? Does your mixture ALWAYS consist only of meat in gravy or cream sauce or do you

extend eye and flavor appeal with a variety of appropriate vegetable combinations and seasonings? It surely isn't difficult to see what a little imaginative planning can do to expand your list of meat pie possibilities!

Biscuit dough or plain pastry are most frequently used for meat pie topping. Further distinction may be added to your "meat pie hit parade" by varying the flavor or type of topping which you serve. Even biscuit dough or pastry can acquire charm by the addition of grated cheese, minced onion or chive, or chopped parsley. Pour batter crusts and dumplings also combine well with the seasonings suggested above and can be used to give your pies a 'new look' with a different texture appeal.

Whether the mode of service is from a multiple serving pan or an individual casserole, operators are constantly faced with the problem of keeping the finished product in step with the number of portions actually needed. You can help to alleviate this problem in your kitchen by introducing a few, simple, preplanned procedures which save time and confusion in the final preparation stages of meat pies. Some operators are enjoying the security of ready-to-use pastry or ready-mix biscuit dough to accomplish a more effective job of staggered finishing for their pies. In this way they are able to more nearly equalize the supply and demand of this menu item.

READY-TO-USE PASTRY. Using your own favorite pastry recipe, prepare an amount which at least equals your greatest anticipated sale of this item. Roll and shape only the portion which you are certain to sell. Divide the remainder into conveniently sized amounts, wrap them tightly in waxed paper and store in your refrigerator for use as the increased demand presents itself. Any unusued portion will keep well for several days.

Some operators have found that the practice of making the entire amount of pastry during a slack period of the previous day has an added virtue in lessening the work load of bakers and cooks when the menu calls for meat pie preparation.

If you have freezer space available, pastry can be successfully rolled into the desired shapes ready for baking; stacked with heavy waxed paper or aluminum foil between the layers and then placed in polyethelene bags for freezing. Since frozen pastry, stored in this manner, will keep for long periods, you can assure your operation a comforatble reserve of topping with a minimum of effort.

READY-MIX BISCUIT DOUGH can be made from an acceptable recipe for biscuit topping as it is merely the product resulting from the blending of the dry ingredients and fat. It can be stored successfully in an air tight container in a cool place for as long as two or three weeks. When your menu requires biscuit topping, a known amount of mix can be combined with the required amount of liquid and your biscuits are ready in a fraction of the time it would take to start from 'scratch'. If your operation is one that encourages the use of dry milk, it can be combined with the other dry ingredients at the first stage of mixing and the water added in the final stage of mixing. The following recipe has been included as an illustration of one method by which you can decrease the production tension of handling meat pie items on your menu.

Through your own efforts of preplanning and foresight, help your production workers to help themselves! Meat pies can not be served too often to please the average consumer or your cooks if the variety is interesting and the production problems are reduced to a minimum.

BISCUIT TOPPING(Dry mix only)

INGREDIENTS	Yield: 10# dry mix. Weight or Measure		PROCEDURE
Cake flour	6# 10 oz.	6qt. 2½ cups (sifted)	Use mixer with pastry blender attachment.
Baking powder (double action)	6½ oz.	1 cup 1½ T	
Nonfat dry milk	9¼ oz.	2 cups 2 T*	Blend on 1st speed 5 min.
Cream of Tartar	1 T	1 T	
Salt	1½ oz.	3 1/3 T	
Hydrogenated fat	2# 13 oz.	5½ cups	HAVE FAT CHILLED! Break into ¼# chunks. Using 1st speed, cut into dry mix until mixture is 'pebbly'. Place in an air-tight container and store in a cool place until used.
TOTAL WEIGHT	10# 8 oz.		

* Stire before measuring

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BISCUIT TOPPING FOR MEAT PIE

Portion: 2½" buscuit

Oven 400° F.
Bake 12-15 min.

INGREDIENTS	Yield: 24 biscuits Weight or Measure		PROCEDURE
Dry biscuit mix	2#	1 3/4 qt.	Combine on 1st speed and mix until dough barely sticks together, Shift to 2nd speed and blend ½ min. Dough will appear sticky. DO NOT ADD EXTRA FLOUR! Let stand 15 min. before handling. Knead 10-12 times on lightly floured board. Roll ½" thick. Cut with 2½" cutter. Place on meat mixture ½" apart and bake.
Cold water	1 2/3 cups	1 2/3 cups	
TOTAL WEIGHT	2# 13 oz.		BAKING DIRECTIONS ABOVE.

VARIATIONS (blend with dry mix before adding water) For 2# of dry biscuit mix
use one of the following:
(1) Cheddar cheese (grated) ½ cup
(2) Minced onion or chive 1 T
(3) Chopped parsley 2 T