APPETITE APPEAL. Foods do more for us when we enjoy them. To know what to eat and how to plan meals is important. It is just as important to give food A. A. (appetite appeal), so that it will be eaten and enjoyed. To prepare and serve food attractively is part of the successful nutrition program.

MARKETING. After meals are planned, make market lists for them. Buy non-perishable staples once a week and so save time, transportation and money. Perishables must be bought more often, although certain fruits and vegetables, such as oranges, lemons and potatoes, are good keepers and may be bought in larger quantities to advantage.

The market is a good place to widen food acquaintances. Look for and try new foods. Read labels. Study grades and quality. Quality is often an economy over quantity.

To secure the utmost in flavor, it is particularly important to recognize quality in fruits and vegetables. Buy those that are fresh, firm, unblemished and of good color.

PREPARATION AND SERVICE. Plan order in which foods are to be prepared. Learn approximately how long it will take to cook each, so that foods to be served together—as vegetables and meat—are ready at the same time. Hot vegetables lose color and flavor, if not served immediately. The popularity of vegetables may often be increased by better methods of cooking which also preserve vitamins and minerals. Beverages—tea, coffee, orange juice—should be prepared and served at once for best flavor. Preserve color and freshness of fruits by preparing just before serving.

Food should appeal to the eye as well as the appetite. Imagination and a little time are well spent in making food attractive. Give attention to suitable backgrounds for foods—table linen, silverware and dishes. Use an attractive dish to frame a colorless food. To add flavor, color and interest, use edible garnishes—lemon slices and quarters, slices of unpeeled orange, cherries, beffries, parsley, mint, watercress and other salad greens. Fruit salads and vegetable plates give meals color.

RULES FOR SERVING VEGETABLES

These rules help to preserve color, form, flavor, vitamin and mineral content of vegetables.

- Pare vegetables very thin or not at all.
- Prepare them just before cooking or serving.
- Do not let them soak in water.
- Cook quickly—boil, steam or cook in pressure saucepan.
- Use as little water as possible.
- Salt water slightly.
- Cook only until tender. Do not overcook.
- Save excess liquid for gravies, soups and sauces.

For variation, bake or scallop vegetables, or fry occasionally. Serve boiled or steamed vegetables with melted butter or margarine, lemon juice, cream sauce or cheese sauce.

Uncooked fruits and vegetables contribute every bit of their vitamin and mineral food value without the loss that follows cooking. Serve salads of uncooked vegetables frequently.
LEMON GARNISHES

Lemon garnishes lend flavor, health value and decoration to many foods. Cut with a sharp knife or scissors into plain or fancy slices or the more practical, juice-providing quarters. These in turn may be decorated with paprika, pimiento, chopped mint or parsley.

Soup: Float slices on black bean, pimento, chopped parsley.
Fish: Serve quarters with all kinds of fish.
Meats: Serve quarters with hot steaks or chops.
Vegetables: Serve quarters with greens of all kinds, carrots, beets, other cooked vegetables and baked beans.
Fruits: Serve quarters with melons or avocados also with fruit juices—tomato, pineapple, prune.
Beverages: Serve quarters with beverages, especially hot or iced tea.

ORANGE AND LEMON FLAVOR USES

Grated orange and lemon peels are preferred by many cooks to artificial extracts because of flavor, economy and availability. The clear skins of California oranges and lemons are especially adapted to this use. Grate off only the outer colored peel, which contains the oils that give flavor. Use a shredder-type grater with holes about % inch in diameter which contains the oils that give flavor. Use 1 teaspoon grated orange peel to flavor 1 cup of fruit salad, 2 tablespoons of vegetable dressing, or 2 tablespoons of baked beans.

Dried Fruits and Vegetables: Dried prunes, peaches, apples, apricots, peaches, figs and raisins, gain flavor when cooked with orange or lemon slices, peel or juice. Home-dried and commercially dehydrated vegetables are also improved by the addition of lemon juice. When added fresh and not cooked, the lemon juice increases vitamin C content.

ORANGE DESSERT SALADS (Serves 1)

Serve on lettuce with any dressing desired.

Orange Pear Cheese Salad: Circle orange slices around a pear half stuffed with cream cheese and chopped walnuts. Top with a walnut half.
Sherbet Salad Bowl: Fill individual salad bowl with fruit pieces—orange and one or two fresh fruits in season, such as, berries, cherries, pears, peaches. Top with orange slices and a spoonful of Orange Sherbet. The sherbet replaces dressing.

“Keep 'Em Flying” Salad: From a whole peeled banana, make an airplane body. Press 2 cashew nuts into one end for propeller; 2 halves of a cookie into the other. Make wings of orange slices.

Serve for: Dessert for dinner, lunch or special occasions. These fruit salads furnish sweets to the meal in the whole-some natural sugars of fruits. Since they take the place of two courses, portions should be generous.

LEMON WITH VEGETABLES (Serves 4)

Lemon Buttered Vegetables: Blend:
2 tablespoons lemon juice 1/4 cup melted butter
Serve over any of following cooked vegetables:
Asparagus, lima beans, string beans, beets, carrots, celery, Brussels sprouts, broccoli, cabbages, cauliflower, spinach, and other greens, summer or winter squash
For new potatoes, brown butter and add equal amounts of lemon juice and chopped parsley.

Hot Lemon Dressing for Vegetables:
2 tablespoons lemon juice 6 tablespoons mayonnaise
Heat in top of double boiler. Serve over:
Asparagus, artichokes, broccoli, cauliflower, string beans
Cole Slaw with Lemon Dressing: Blend:
1 1/2 cups cooked and seasoned beets 1 teaspoon grated orange peel
6 tablespoons evaporated milk or coffee cream
Dash of paprika
Honey or sugar to taste
Mix well with:
2 1/2 cups chopped raw cabbage

Serve for: Lunch or dinner vegetable—Vegetable plates.

LEMON CAKE-TOP PUDDING (Serves 4-6)

2 1/2 tablespoons flour 2 egg yolks
2 1/2 cup sugar 1/2 cup lemon juice
1 tablespoon butter 1 cup milk
Cream, sugar and butter. Combine ingredients and fold in:
2 egg whites, slightly beaten
Bake in 8-inch, unbuttered dish, standing in a pan of water. Bake for 35 minutes in moderate oven (375° F.). Separates into cake and custard layers.

ORANGE CREAM CUSTARD (Serves 6-8)

2 egg yolks, beaten 1 teaspoon salt
1/3 cup sugar 1 cup orange juice
3 tablespoons cornstarch 1 cup fresh or canned
1 teaspoon grated orange peel milk
Mix thoroughly. Cook in double boiler, stirring frequently until it coats spoon. Chill. Pour over:
1/2 cups orange sections
Cover with meringue, made by beating until stiff:
2 egg whites, beaten frothy
1/4 cup sugar
Serve for: Lunch or dinner dessert.

HARVARD BEETS (Serves 4-6)

1/2 cup sugar or corn syrup 1/4 cup lemon juice
3/4 tablespoons cornstarch 2 tablespoons melted butter
1/4 cup water or liquid in which beets were cooked
Mix well and boil 5 minutes. Add:
2 1/2 cups cooked and seasoned beets
Let stand over low heat 20 minutes.

SWEET POTATOES IN ORANGE SHELLS

8 oranges 2 teaspoons salt
4 cups boiled or baked 2 tablespoons melted butter
sweet potatoes
8 marshmallows
Cut off tops of oranges and remove pulp and juice with a sharp knife and spoon. Whip sweet potatoes with salt, butter and enough of the orange juice extracted from shells, to moisten to desired consistency. Fill orange shells. Top each with a marshmallow. Brown in moderate oven until heated through.

Use cooked Hubbard squash for potatoes. Serves 8.

Serve for: Lunch or dinner vegetables.
HOW TO BUY CITRUS FRUITS. Oranges and lemons are shipped the year around from California and Arizona and can always be purchased fresh. They are among the staple foods that are abundantly produced and are always plentiful.

Oranges are packed and sold in ten different sizes, according to number of fruits packed in a box; lemons, in seven sizes. Size of fruit does not affect flavor. Smaller sizes are equal in quality and flavor to larger sizes. For sections used in salads and desserts, large and medium sizes are best. All sizes are good for slices and juice.

It is economical to buy the most plentiful sizes. Information as to these sizes may be had from the fruit merchant. It is often economy and convenient as well, to buy by the box, the half box, or in lots of two or three dozen. Oranges and lemons keep well.

These citrus fruits are grown and shipped with scientific care to maintain quality. This care begins with the tiny tree, developed from pedigreed stock and nurtured to maturity. Great care is taken in handling the fruit. It is picked, sorted and packed by gloved hands. During the packing process all citrus fruit is thoroughly washed. No harmful sprays or harmful processes of any kind are used. Tissue paper wraps give further protection. Only the best fruit is marketed under the trademark, "Sunkist."

California oranges are shown by analyses to have a richer acid, sugar and vitamin C content, and therefore a fuller flavor and health value than oranges from many other regions. The winter, seedless Navel orange, harvested from November to May, and the summer Valencia, harvested from May to November, are both noted for flavor excellence. All oranges are tree-ripened and must by law pass maturity tests before they are picked.

After reaching highest maturity and being fully colored, the peel of the Valencia orange sometimes develops a greenish tinge later in the summer. As a consequence it is mistakenly thought to be immature, although this condition only develops in fully ripe fruit.

Class Project

Marketing: Have class make market lists for any menus that they have planned. From advertisements and special reports by class members, determine possible savings by buying in quantity and in season. Make lists of seasonal fruits and vegetables, such as cherries and asparagus, and of year round staples, such as potatoes, oranges and lemons.

Preparation and Service: Prepare a common vegetable, such as cabbage, by several methods—short boiling, long boiling, little water, much water, steaming and pressure saucepan. Compare flavor and appearance.

Serve a favorite food in various ways—in a dish that is too small—too large—too flat—in a colored dish—in a dish of attractive shape—with and without suitable decorative garnish. See which dish will be chosen first by class members because of eye appeal.

Have each class member prepare a salad from fresh fruits. Determine which salad appeals most to eye and appetite. Why? Prepare a vegetable plate using all white vegetables; another using vegetables of contrasting colors. Which appeals most to class members? Why?

Offer of Material

* For booklet, "The Story of California Oranges and Lemons," which gives further information on varieties, sizes, culture and marketing of citrus fruits, and Sunkist Recipe booklet, write:

Educational Division, California Fruit Growers Exchange
Sunkist Building, Los Angeles, California

Printed in U.S.A.