



MONEYWISE

VALUING PEOPLE. VALUING MONEY.

MARCH 2023

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SHRINKFLATION: INCREASING PRICES, DECREASING QUANTITY

You have likely noticed increased prices when shopping lately, but have you also noticed packaging sizes are shrinking? This is known as “shrinkflation.” Let’s unpack what this means for your household and explore ways to be more mindful when shopping.

UNDERSTANDING SHRINKFLATION

Sometimes called downsizing, *shrinkflation* occurs when companies maintain current prices (or even increase prices ever so slightly) while giving you less product. The size differences are often small enough to keep the physical packaging the same, such as a bag of chips shrinking from 13 ounces to 11 ounces, or a package of bacon shrinking from 16 ounces to 12 ounces. These small changes can easily go unnoticed. In fact, manufacturers are counting on consumers not paying attention to the amount of product in their packages, especially when it comes to shrinking sizes.

WHY SHRINKFLATION MATTERS

Even small changes in the amount of a food or household item can add up quickly and impact your monthly budget. The less of the item you receive, the more often you need to repurchase it. Take toilet paper, for example, which was quite the commodity in 2020. Would you notice if your toilet paper contained just 312 sheets per roll instead of its usual 340 sheets? For the same price, there would be less than 92% as many sheets per roll



than before it was downsized, and you will likely go through each package approximately 8% faster.

TIP #1: NOTICE PACKAGING CHANGES

To combat shrinkflation, pay attention to slight changes in packaging on the products you buy, from cereal to toilet paper to shampoo. While not all shrinking products will come with new packaging or a “new look,” some companies may make boxes or bottles taller and narrower to trick the eye into believing it holds more product than it does. Also, be wary of ‘bonus buys’ that promise additional product. Compare the ‘bonus buy’ to the regular product to ensure it contains more.

TIP #2: CALCULATE UNIT PRICE

Shrinkflation is a legal tactic companies can use to save money from a production standpoint. The Fair Packaging and Labeling Act requires businesses to clearly label an accurate weight



CALCULATING AND COMPARING UNIT PRICES HELPS YOU COMBAT SHRINKFLATION



on its packaging so that customers can comparison shop between like items. However, it doesn't prohibit companies from decreasing an item's weight if they clearly label the amount of product contained in the package.

Calculating and comparing unit prices helps you combat shrinkflation. Unit prices help you compare different brands and different sizes of the same brand. Unit prices show you the price per unit, such as pounds or ounces, and are located on the shelf price tag, not on individual packages. You can also calculate the unit price of an item by dividing the price of the item by the number of units.

For example, let's compare the unit price of two packages of bacon. Bacon #1 is priced at \$4.69 and contains 12 ounces. Bacon #2 is priced at \$5.38 and contains 16 ounces. When we divide price by units, Bacon #1 has a unit price of \$0.39 per ounce, and Bacon #2 has a unit price of \$0.33 per ounce. Although Bacon #2 costs more, you get more bacon in the pack, and it has a lower unit price than Bacon #1.

TIP #3: SAVE WHEN YOU CAN

Finally, keep an eye out for sales and consider stocking up on freezer or self-stable household staples when you find a deal. Between inflation (the rising costs of goods and services) and shrinkflation (the shrinking amount of goods we receive), many households may find it difficult to "bring home the bacon" because it's getting harder to afford it! Using smart shopping strategies like couponing, buying generic brands, and utilizing customer loyalty programs can also help you maximize your resources.

REFERENCES:

<https://research.stlouisfed.org/publications/page1-econ/2022/12/01/beyond-inflation-numbers-shrinkflation-and-skipflation>

https://consumerfed.org/press_release/coping-with-shrinkflation-tips-on-making-ends-meet-as-packages-get-smaller-and-inflation-carries-on/

<https://www.npr.org/sections/money/2021/07/06/1012409112/beware-of-shrinkflation-inflations-devious-cousin>

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Taylor County FCS

Extension Newsletter

March 2023

Cooperative Extension Service
Taylor County
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Campbellsville, KY 42718
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Patricia Z. Handberg
Sincerely,
Taylor County Contact
Agent for FCS



Cooperative Extension Service
Agriculture and Natural Resources
Family and Consumer Sciences
4-H Youth Development
Community and Economic Development

National School Breakfast? What is it?



Breakfast is the most important meal of the day. Students across the country enjoy breakfast at school every Monday through Friday throughout the school year. One program that helps support feeding children breakfast in schools is The National School Breakfast Program (NSBP). NSBP is a federal program used in schools to help children in qualifying low-income households. Since its creation in 1966, NSBP has served billions of free breakfasts to students in the United States. The NSBP follows specific guidelines to serve nutritious balanced meals to students.

These guidelines require that schools serve fruits, grains, and milk with every meal.

Eating breakfast has many benefits for school-aged children. Starting your day with breakfast can help improve focus, memory, mood, and problem-solving abilities. Many breakfast foods also have lots of fiber. Fiber is a nutrient that helps digestive health. You find fiber in breakfast foods like fruit and whole-grain cereals and breads. Milk is a great source of calcium. Calcium is a mineral that helps keep bones strong and healthy.

National School Breakfast Week's job is to spread the word about NSBP. The week raises awareness about the importance of the program. This awareness helps the program grow and tells families who qualify how to enroll their children. From the beginning of National School Breakfast week, enrollment has reached 90,000 schools across the United States and 14.6 million students. Getting involved during National School Breakfast week can help raise awareness in your community. Donating to charities that help feed others, volunteering at local foodbanks, and spreading the word about the NSBP are a few ways you can get involved. **National School Breakfast Week starts March 6.**

Contact your school district to find out if it participates in NSBP, and visit www.fns.usda.gov/sbp/sbp-fact-sheet to find out who is eligible to enroll in NSBP.

References: United States Department of Agriculture. (2017, November 20). SBP fact sheet School Breakfast Program. <https://www.fns.usda.gov/sbp/sbp-fact-sheet>

United States Department of Agriculture. (2020, November). Make breakfast first class. School Breakfast Program. <https://www.fns.usda.gov/sbp/make-breakfast-first-class>

Source: Lauren Ginter, master's student in Department of Dietetics and Human Nutrition, and Courtney Luecking, Extension Specialist

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LEXINGTON, KY 40546



Disabilities
accommodated
with prior notification.

MACARON WORKSHOP

Learn the Technical
Craft of Macaroon
Making in this Sweet
workshop!

Tuesday, March 21
1:00 PM or 5:30 PM

SPOTS ARE LIMITED!
CALL (270) 465-4511
TO RSVP.



PIE CLASS

Thursday, March 30
1:00 PM or 5:30 PM

Taylor County Extension Office
1143 South Columbia Avenue
Campbellsville, KY



**SPOTS ARE LIMITED! PLEASE CALL (270) 465-4511
TO RESERVE YOUR SPOT!**

LET'S MAKE ROLLS!

THIS WORKSHOP WILL TEACH THE PERFECT TECHNIQUE OF
MAKING DELICIOUS ROLLS THAT YOUR FAMILY WILL LOVE!

TUESDAY, MARCH 14
1:00 PM OR 5:30 PM

Spots are limited. Please call (270) 465-4511 to RSVP.



Crochet Workshop

Learn the basics of crocheting in this fun workshop!



Thursday, March 9

1:00 PM or 5:30 PM



Spots are limited!

Please call (270) 465-4511 to RSVP.



DECORATIVE LETTERING WORKSHOP

Join us in learning to make signs, tags, posters, etc. elegant with your new skill of detailed, fancy lettering!



You will learn how to create beautiful writing, as seen above, by Jessie Lawson!

Tuesday, March 7

5:30 PM

Spots are limited!

Please call (270) 465-4511 to RSVP

Clay Earrings Are In Style!

Join us in this creative workshop to learn the art of designing these gorgeous accessories that will wow everyone!



Tuesday, March 28

1:00 PM or 5:30 PM

Please call the Extension Office at (270) 465-4511 to RSVP.



Save the Date!

Membership Event

Tuesday, April 25, 2023
Doors will open at 5:30 PM
The event will start at 6:00 PM

Easter Painting

Learn new techniques to create this adorable door hanger for the Easter holiday!

Monday, March 10

1:00 PM or 5:30 PM


Cost: \$20



Spots are limited! Please purchase your tickets at the Taylor County Extension Office by Friday, March 17. Call (270) 465-4511 for questions.

Freezing Eggs Safely

Whole eggs or yolks

- 
- Crack and mix until blended. Don't whip in air.
 - To prevent graininess and gelling of the yolks for one cup (or more) of eggs or yolks:
 - Add 1 ½ tablespoons sugar or corn syrup per cup of eggs for use in sweet dishes
 - Add ½ teaspoon salt per cup of eggs for use in savory dishes
 - Pour into a freezer safe container*
 - Leave ½-inch space at the top of the container to allow for expansion
 - Label and date

Egg whites

- Crack and separate the whites. Gently mix.
- Pour into a freezer safe container*
- Leave ½-inch space at top
- Label and date

Using frozen eggs and egg whites

- Thaw in refrigerator
- 3 Tablespoons egg mixture = 1 whole egg
- 2 Tablespoons of egg whites = 1 large egg white
- 1 Tablespoon egg yolks = 1 large egg yolk

*For best texture, strain eggs through a sieve before packaging. Freezer bags work well as they lay flat.

Book of the Month

Kentucky Heirloom Seeds

Growing, Eating, Saving

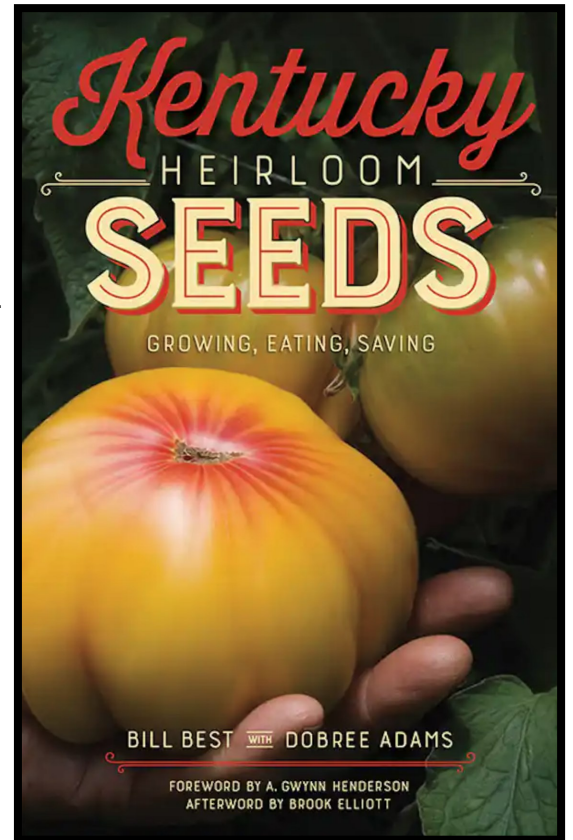
By Bill Best with Dobree Adams (2022)

Practical advise for the homemaker on how to make the most of Kentucky's native heirloom produce varietals. KEHA Booklist: Family and Consumer Sciences

Saving seeds for the next year's crop has been key to human survival. However, the twentieth century witnessed a grand takeover of seed production by multinational companies aiming to select varieties ideal for mechanical harvest, long-distance transportation, and long shelf life. In the rise of the slow-food and farm-to-table movement, the farmers and home gardeners have persisted in the age old habit of conserving heirloom plants. The authors began exploring the art of seed saver's and the practice of sustainable agricultural by tracing the roots of the tradition in the state to a seven-hundred-year-old Native American farming village in north-central Kentucky. The authors share tips for heirloom seeds, tomatoes and other family favorites.

Bill Best is a professor at Berea College, is a Madison County, KY farmer and one of the charter members of the Lexington Farmers Market. Dobree Adams is a fiber artist and photographer. She gardens and farms on a river bottom of the Kentucky River north of Frankfort.

This book is worth checking out and reading. It might make you want to plant a few seeds this year, just to see if you are a gardener!



The need is constant.
The gratification is instant.
Give blood.



Taylor County Extension Homemakers Blood Drive

Taylor County Extension Office
1143 South Columbia Avenue
Campbellsville, KY 42718

March 6, 2023

1:00 PM – 6:00 PM

redcrossblood.org | 1-800-RED CROSS

Let's Take a Trip!

Home Garden Show in Lexington, KY
Saturday, April 1, 2023
Cost: \$11

Drivers are needed! Please call the Extension Office to
sign up to drive or ride, or if you have any questions.
We will be leaving the
Taylor County Extension Office at 9:00 AM

HGTV Good Bones star,
Mina Starsiak Hawk
will be speaking!

GROW YOUR GARDEN, GROW YOUR MIND

April 5, 2023
10:00 am-2:00 pm EST
Registration begins 9:30 am EST

Wayne County Extension Office
255 Rolling Hills Blvd, Monticello



Lessons & Take Home Ideas for

Raised Bed Gardens Flower Pressing
Succulents Stake Out Your Garden

Rock Gardens

Keeping Yourself in Berries All Year
Recipe Demonstration & Sampling

\$10 Registration Fee

includes lunch & take home educational materials

Register with your local County Extension Office
& pay registration fee by March 31st



Join us as we make more blankets to donate
to the Taylor Regional Cancer Center!
No sewing required!

♥
March 15, 2023
1:00 - 3:00 PM

♥
Taylor County Extension Office
1143 South Columbia Avenue
Campbellsville, KY 42718



Let's Do Some Handwork!

Every Thursday

10:00 AM - 12:00 PM

Taylor County Extension Office
1143 South Columbia Ave.
Campbellsville, KY



-Knitting-
-Crochet-
-Needle Point-

Bring your project
and trade ideas
with others! For
more information,
please call the
Extension Office at
(270) 465-4511

April Leader Lesson

Making the Most of Meals While Traveling



Thursday, March 30
10:00 AM

Taylor County Extension Office
1143 South Columbia Ave.
Campbellsville, KY





Thank You!

for supporting the Taylor County Extension
Homemaker's Soup Luncheon!





University of Kentucky
College of Agriculture,
Food and Environment
Cooperative Extension Service

Taylor County
1143 South Columbia Avenue
Campbellsville, KY 42718

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Broccoli Grape Pasta Salad

¾ cup diced pecans

8 ounces whole grain pasta
(bow tie or other type)

5 slices turkey bacon

2 cups seedless
red grapes

1 pound fresh
broccoli

¾ cup low-fat mayonnaise

¼ cup honey

½ cup diced red onion

½ cup red wine vinegar

Preheat oven to 350 degrees F. **Bake** pecans in a single layer in a shallow pan for 5 to 7 minutes or until lightly toasted and fragrant, stirring halfway through.

Prepare 8 ounces of pasta according to package directions. **Cook** bacon according to package directions. Cool and crumble into small pieces. **Cut** the broccoli florets from stems and separate florets into small pieces using the tip of a paring knife. **Slice** 2 cups of grapes into halves. **Whisk** together mayonnaise,

honey, diced red onion and vinegar in a large mixing bowl. **Add** broccoli, cooked pasta and grapes; stir to coat. **Cover** and **chill** for 30 minutes. **Stir** in bacon crumbles and diced pecans just before serving.

Yield: 16, ½ cup servings

Nutritional Analysis: 160 calories, 7 g fat, 1 g saturated fat, 5 mg cholesterol, 125 mg sodium, 24 g carbohydrate, 3 g fiber, 9 g sugars 4 g protein.



Buying Kentucky Proud is easy. Look for the label at your grocery store, farmers' market, or roadside stand.