

BUSHED?

'Consumer Affairs'



GET O.J.

One of my fondest memories of Mexico is the abundance of fresh squeezed orange juice. However, people of Mexico are so used to canned, bottled, and frozen concentrated orange juice that some prefer packaged to fresh juice.

Since the Community Mercantile is considering stocking frozen orange juice, and already does stock Tropicana bottled orange juice, I thought I'd pass on "Consumer Reports" report on orange juice quality.

FRESH SQUEEZED: Most expensive but tastiest. It costs 2.6 ¢ per 30 grams compared with 1.1 ¢ per 30 grams reconstituted concentrate. A medium-sized orange (180 grams) yields about 75 grams of juice.

Choose oranges that look reasonably smooth and fresh, with no visible decay, soft spots, cuts or skin punctures. Avoid dry-looking, spongy or rough-skinned oranges. Select heavier oranges.

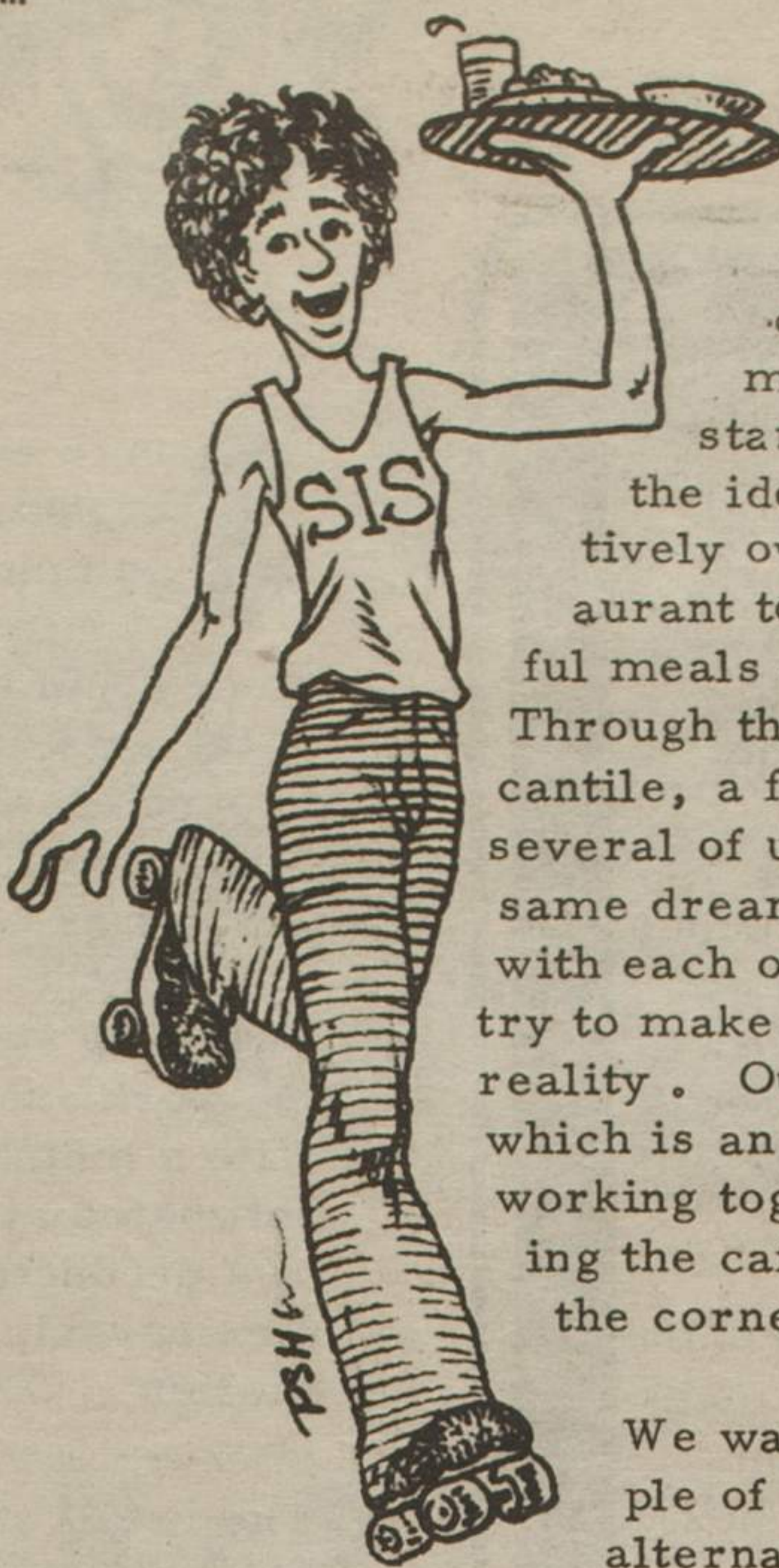
Don't go by color: Florida oranges are often dyed orange because they still have a greenish cast when ripe. Florida and Texas oranges often display "russetings"--specks of tan, brown, or black over the skin. Russetings may indicate a thin skin and good quality. Florida skins are usually thinner than California skins, and Florida oranges are usually cheaper.

FROZEN CONCENTRATE: Least expensive; can be blended so it's as flavorful as fresh-squeezed. Three things determine the taste of reconstituted orange juice: the type of orange the juice came from; the type of concentrating process; and the care with which concentrate is stored, distributed, and displayed. Most processors blend varieties of oranges to offset seasonal differences.

A typical concentrating procedure is as follows: strained, fresh squeezed juice is subjected to a jolt of high heat to minimize action of bacteria and enzymes that might downgrade quality. Much of the water is then evaporated, orange oils and other flavor essences are removed and stored. This causes the juice to be overconcentrated with little orange flavor or aroma left. So, the juice is diluted to the right concentration by adding a whole juice called 'Add Back,' to replace the oils and flavor essences. Finally, the concentrate is packaged and frozen for distribution.

Once frozen, if stored above -18 degrees C (zero F) for very long, the quality deteriorates. Unfortunately in shipping and storage, orange juice concentrate may warm up several times before it reaches consumers.

New vegetarian cafe



What is the Sister Kettle Cafe? At the moment it is an idea which is in the process of becoming. Several months ago energy started growing around the idea of having a collectively owned vegetarian restaurant to serve simple healthful meals at a fair price. Through the Community Mercantile, a food cooperative, several of us who shared the same dream came in contact with each other and decided to try to make our dream become a reality. Our work collective, which is an egalitarian group working together will be opening the cafe around Sept. 1 at the corner of 14th and Mass.

We want to provide the people of Lawrence with a real alternative of eating out at a reasonable price. What

makes us different from any other cafe here is that we are non-profit rather than profit oriented. We are not totally a co-op since a restaurant requires careful organization and continuity to succeed. Also, we plan to make it possible for people to exchange working in the cafe for free food. What we want to do is create fair and pleasant jobs for ourselves and future members of the work collective. We don't want to have any profit going to a boss. Thus, when we do start making a profit, the logical thing to do is lower prices and/or expand services.

We will keep public bookkeeping records. A plan like ours needs the support of the community to succeed. We want feedback from people about our ideas, and we want you to feel like this is your cafe--a place where you can go and hang out with your friends, while, of course, being sensitive to the need for space during busy hours. We want to create a mellow atmosphere where you can wait on yourself. We want to cooperate with artists in the community by offering them showspace which does not charge an outrageous consignment, and in return we will have an interesting and changing decor.

Already we have negotiated a 5 year lease on the building, received loans and gifts from interested community members, and done lots of remodeling. In August Sister Kettle Cafe will open for breakfast and lunch (7 a.m. - 2 p.m.), and an evening coffee house (7 p.m. - 2 a.m.). Later in the fall when the weather cools and the infant cafe is more stable we will expand our hours and our menu. There is still room for people who are interested in joining the work collective, creating a job for themselves and an alternative cafe in Lawrence. All work this summer is volunteer and for the first month we will probably work tips to be sure our low budget project gets off the ground. Any one wanting in on the jobs could get in now while there is still room. They will be pleasant jobs with flexible hours and the satisfaction of having created our own cafe. Those who aren't interested in joining the work collective can support the cafe by helping this summer with remodeling and by donating silverware, round plates, fans, plants, straight wooden chairs, clocks, a file cabinet, stereo speakers, a piano, blenders, a freezer, and much, much more.

If you would like to know more about what is happening call the cafe 842-1126 or 843-2013, 843-7005.



CANNED AND BOTTLED ORANGE JUICE:

Canned or bottled orange juice may not be fresh at all, but may have been concentrated, shipped to a different location, then reconstituted. You may be paying for having someone add the water to frozen concentrate for you.

Canned and bottled juice is heated briefly to kill most organisms, then canned, sealed, and cooled with a cold spray. The heat treatment has little effect on the flavor of the juice, but the flavor often

is reduced by being kept unrefrigerated for extended periods. Canned juice can taste slightly metallic. The flavor of bottled juice, unless it has been kept under refrigeration during shipping and storage, may deteriorate.

For the best flavor and the lowest cost, Consumer Reports recommends buying frozen concentrates and adding your own water. If you need the convenience of bottled or canned juice, Consumer Reports recommends airing the juice by pouring it back and forth between two containers or putting it in a blender before serving.

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