

comparison shopping. Assessing prices and quality of similar products to choose those that best meet a consumer's needs and price range.

consumer. Someone who buys and uses products and services.

food additive. A substance added to food products to cause desired changes in the products.

food irradiation. The treatment of approved foods with ionizing energy to improve food safety and extend shelf life.

food processing. Any procedure performed on food to prepare it for consumers.

generally recognized as safe (GRAS) list. A list prepared by the U.S. Food and Drug Administration of substances that have proved to be safe to use in food processing.

generic product. An unbranded product, which can be identified by plain, simple packaging.

impulse buying. Making unplanned purchases.

national brand. A brand that is distributed and advertised throughout the country by a major company.

organic food. A food produced without the use of synthetic fertilizers, pesticides, antibiotics, herbicides, or growth hormones.

serving size. The amount of a food item customarily eaten at one time.

store brand. A brand that is sold in only specific chains of food stores.

unit price. A product's cost per standard unit of weight or volume.