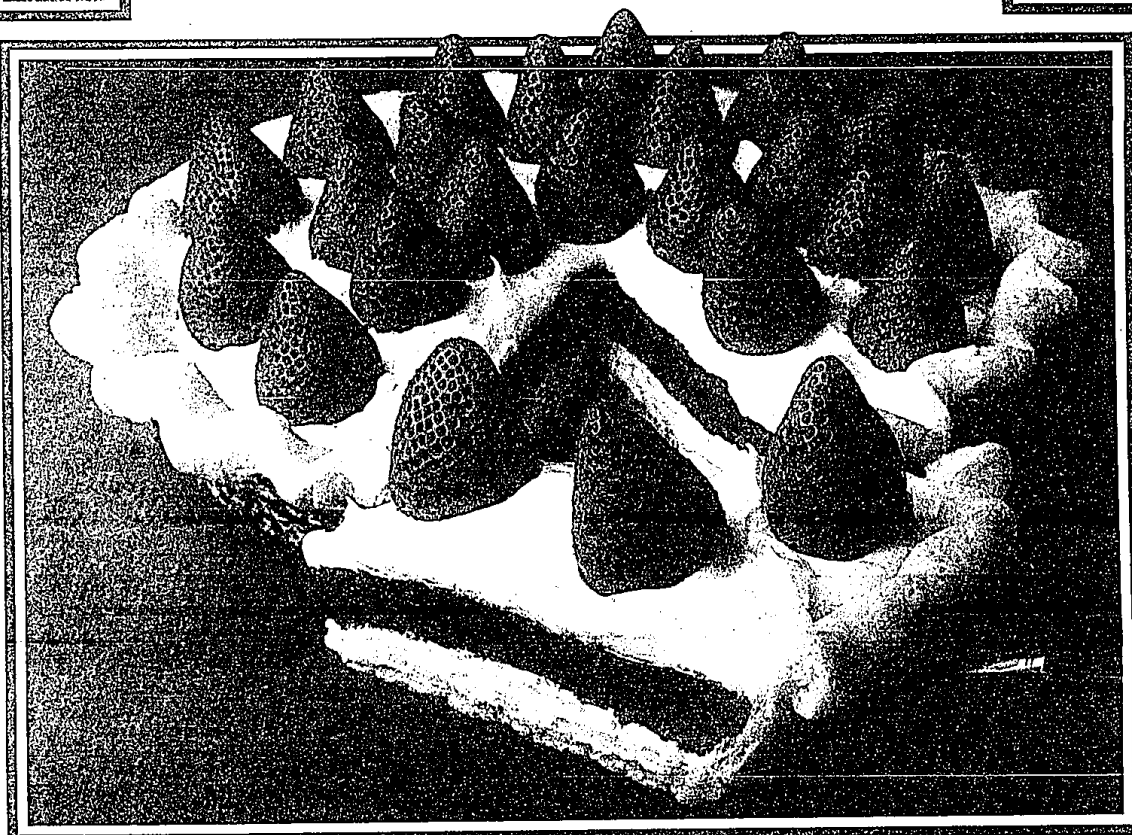


DOWN ON THE STRAWBERRY FARM



Lush, red, sun-ripened strawberries, fresh from the vine—and welcome as an early summer morning—are here in all their glory for you to enjoy in countless ways. At the very heart of our American culinary heritage, fresh berries are irresistible, whether sampled on the spot in a "U-Pick" strawberry field or enjoyed in a favorite family recipe.

Herald the short-but-sweet season this year with a new version of everybody's favorite cream cheese strawberry pie. Topped with a cloud of whipped topping and crowned with plump fresh strawberries, the pie is layered with a blend of whipped topping and cream cheese, and a "berry-red" strawberry pureed fruit mixture. It's an easy do-ahead dessert... with whipped topping and strawberries added just before serving.

To assure that the berries stay firm and fresh, strawberry growers recommend that you wash, hull and slice as close to serving time as possible. They caution that strawberries are very perishable and need to be handled gently. So whether you select the berries at your local supermarket or pick them yourself at a nearby "U-Pick" farm, it's always a good idea to take them straight home. Store immediately in the refrigerator... in shallow containers to prevent crushing.

When sorting, reserve less firm berries to puree or to chop for use in quick breads such as muffins or fresh and easy strawberry loaf. Whipped topping adds a light touch to the basic baking powder batter... and blended with cream cheese makes a great spread for the bread.

Served icy cold—dipped right from its freezer container—whipped topping with real cream is the scrumptious finishing touch to fresh baked (served warm if you like) orange shortcake, filled with sliced sugared berries.

Like all shortcake recipes, this one traces its culinary beginnings to 17th century colonists who prepared the first version of America's ideal dessert with fresh berries gathered from fields planted by Indians.

FRESH STRAWBERRY PIE

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| 2 pts. strawberries | 2 tablespoons sugar |
| 1 3-oz. pkg. strawberry flavored gelatin | 1 8-oz. container (3 cups) whipped topping with real cream, thawed |
| 1 cup boiling water | Pastry for 9-inch pie, baked |
| 1 3-oz. pkg. cream cheese, softened | |

Place 1 pint strawberries in blender container. Cover; process on high speed until well blended. Dissolve gelatin in water; add pureed strawberries. Chill until thickened but not set.

Combine cream cheese and sugar, mixing at medium speed on electric mixer until well blended. Fold in 1-1/2 cups whipped topping; spread onto bottom of crust. Pour gelatin mixture over whipped topping mixture; chill several hours or until set. Top with remaining whipped topping and strawberries.

8 servings

ORANGE-BERRY SHORTCAKES

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| 2 cups flour | 1 12-oz. container (4-1/2 cups) whipped topping with real cream, thawed |
| 1 tablespoon sugar | |
| 1 tablespoon baking powder | |
| 1/2 teaspoon salt | 2 pts. strawberries, sliced |
| 1 egg, beaten | 2 tablespoons orange juice |
| 1/2 cup milk | 2 tablespoons sugar |
| 1/2 cup margarine, melted | |
| 1 teaspoon grated orange rind | |

Combine dry ingredients. Add combined egg, milk, margarine, rind and 1 cup whipped topping, mixing just until moistened. Drop 1/4 cup batter, 3 inches apart, onto greased cookie sheet. Bake at 450° 10 to 12 minutes or until golden brown. Remove from cookie sheet immediately; cool. Split.

Combine strawberries, juice and sugar; let stand 10 minutes. For each serving, cover bottom half of shortcake with strawberry mixture and whipped topping. Top with second half of shortcake, additional strawberry mixture and whipped topping.

8 servings

STRAWBERRY BREAD

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| 1 cup chopped strawberries | 2 eggs |
| 3/4 cup sugar | 2 cups thawed whipped topping with real cream |
| 2 cups flour | |
| 2 teaspoons baking powder | 1 8-oz. pkg. cream cheese, softened |
| 1/2 teaspoon salt | 1 tablespoon milk |
| 1/2 cup margarine, melted | |

Combine strawberries and 1/4 cup sugar. Combine remaining sugar, flour, baking powder and salt. Add combined margarine, eggs and strawberry mixture; mixing just until moistened. Fold in 1-1/2 cups whipped topping. Pour into greased 9x5-inch loaf pan. Bake at 350° 1 hour or until wooden pick inserted in center comes out clean. Cool 5 minutes; remove from pan. Cool.

Combine cream cheese and milk, mixing at medium speed on electric mixer until well blended. Fold in remaining whipped topping. Spread onto cooled bread slices.

16 servings

HOW TO PICK STRAWBERRIES

- Strawberry picking at nearby "U-Pick" strawberry farms is easy and it's fun! For information about the farm nearest you, call your local U.S. Government Agricultural County Extension Agent.
- To be sure you get the pick-of-the-crop, strawberry growers recommend that you arrive at the farm early in the day when you can pick the fruit, still cool with morning dew.
- Large or small, every red berry is ripe, luscious and ready-to-eat. So pick all the red ones you can find in your assigned row.
- Green berries will not ripen after picking.
- Look under the leaves of each strawberry plant to find the berries; pinch or pull stem from plant. Be sure to leave stem on each berry.
- Protect berries from sunlight... and don't leave them in a hot car.