

● Survey Studies
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Other reasons — many health-related — which appeared to be moderately important (from two to four respondents in 10 mentioned them) were: 'many different ways to cook'; 'easy to digest'; 'always safe to

eat'; 'keeps well before cooking'; 'don't get tired of'; 'high in protein' and 'high in vitamins and minerals.'

There was another series of questions relating to preferred meats for special situations, including inexpensive meals, warm weather meals, easy-to-prepare meals, meals when special guests are coming and meals when you are not sure which meats your guests like.

Ground beef and wieners were chosen most frequently for easy-to-prepare meals. For warm weather meals, chicken, wieners, ground beef, steak and ham were all viewed favorably. Ground beef, chicken and wieners took the honors for inexpensive meals. Oven roast of beef and beef steak got the prestige rating by being most favored for special guests. Beef roast received the most votes as the meat to serve when you're not sure of your guests' preferences, followed closely by chicken and beef steak. Complaints brought out in the survey? These focused most frequently on packaging. Specifically, homemakers complained of not being able to see the amount of waste — fat or bone — in a package.

The functions of grading and inspection were not altogether

clear to respondents. Many assumed the functions of grading included those of inspection and vice-versa. (Actually these are two separate functions — inspection having to do with wholesomeness and grading relating to the eating quality of meat.)

Other findings from the preliminary report:

Almost nine out of 10 homemakers (87 percent) said they sometimes freeze fresh meat at home . . . yet 78 percent flatly rejected the idea of purchasing pre-frozen cuts of meat at their local retail food store. About two-thirds of those who reported freezing meat said they usually thawed it completely before cooking it.

About a third of the homemakers used oven temperatures between 300 and 325 degrees when roasting pork, ham and lamb and about half of the total interviewed said they roast between 350 and 375 degrees. The Meat Board spokesman said recommended roasting temperatures generally range between 300 and 325; never over 350. Only one of seven homemakers in the survey reported using a

meat thermometer as a means of measuring internal temperature and degree of doneness. Yet, it was pointed out, the meat thermometer is virtually a fool proof tool.

Over half (57 percent) of the homemakers reported they had done some outdoor cooking in the past 12 months. The meats most favored were ground beef, steak, wieners and chicken.

In releasing information from the preliminary report, the market researchers noted that no attempt had been made in this stage of the study to analyze findings by such factors as respondents' income and education levels, age, family size, etc., because of the relatively small sample size. Although questions concerning the frequency of use of various meats were included, they were mainly designed to place respondents into appropriate usage groups to help interpret attitude questions.

A more detailed analysis will be made on the basis of additional data — including demographic factors — collected in the spring, summer and fall quarters of 1967.

● Have You Heard?

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sult is extra lightness.

Brush gelatin and candy molds lightly with oil before using. The molded creations will come out easily.

To keep macaroni, rice, noodles, and spaghetti separated during cooking and also to keep water from boiling over, add a tablespoon of oil for each cup of water.

Cakes, cupcakes, and breads will have evenly browned, unbroken crusts when pans are brushed lightly with vegetable oil and then dusted lightly with flour before you add batter to dough.

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