

Pa. Ranks First in Ice Cream Output

Annual production of ice cream and other frozen desserts in the United States exceeds 1.2 billion gallons. Aligned end to end, half-gallon cartons from this production would reach beyond the moon, says Dr. Philip G. Keeney, professor of food science at The Pennsylvania State University.

Such volume requires almost 10 per cent of the entire U.S. milk supply and huge quantities of other products of American and foreign agriculture, Dr. Keeney states in a publication of the College of Agriculture at Penn State.

Each year the frozen dessert industry uses over 600 million pounds of cane and beet sugar, 350 million pounds of corn sweetener, 135 million pounds of various fruits, citrus products, and nuts; and 45 million pounds of vanilla beans and chocolate-based products.

Even stabilizers and emulsifiers, used to improve texture and making up only 0.3 per cent of the weight of typical frozen dessert, consume over 16 million pounds.

More ice cream is manufactured in Pennsylvania than in any other state, Dr. Keeney points out. The Commonwealth is the regional center for the industry with much of the production distributed in neighboring states and beyond. Annual U.S. consumption of frozen desserts is 23 quarts per person.

Dr. Keeney's observations were published in a recent issue of "Commercial Ice Cream and

Other Frozen Desserts," Circular 553 of the College of Agriculture Extension Service at Penn State. Over the years, much research on ice cream and other frozen desserts has been carried out by the Agricultural Experiment Station, the research division of the College of Agriculture.

In the past 30 years the market has changed for mixes making up the frozen dessert industry. Ice cream's share has decreased from 90 to 63 per cent, replaced primarily by ice milk products with lower fat content. "Soft serve" was almost nonexistent 30 years ago. Today it accounts for 17 per cent of the national total sales.

While the one-half gallon carton is the dominant package, novelty items are increasing. These feature individual servings such as stick confections, sundae cups, and extruded slices and sandwiched.

While large companies dominate the wholesale market, many small firms prosper, Dr. Keeney observes. This is especially true for companies retailing their products through controlled outlets such as company-owned stores.

The volume of frozen desserts sold as "soft serve" continues to grow spectacularly, he adds. The nation has seen a new growth of ice cream parlors and specialty shops selling "soft serve." Most of these, he claims, are small family businesses.

Pennfield Cites Safe Drivers

Pennfield Corporation awarded their Lancaster Division truck drivers having outstanding safety records for 1972 during a dinner held Tuesday at the Willow Valley Restaurant. Allen Graybill, Pennfield distribution manager, introduced the winners and presented the awards.

An additional safety award was given to each driver by Fred Binkley of the Pennsylvania Manufacturing Association Insurance Company. Binkley gave an address on driving safety and showed a hunting film.

The drivers receiving the outstanding safety awards were: Paul Frey and Daniel Lied of Lancaster; Leroy Wentling, Titus Weaver, Amos Eberly, Clarence Engle, Mervin Boll and Eugene Snavelly, all of Lititz; Benjamin Glick, Lloyd Finkbner, Paul Eckman and Gerald Hess, Mountville; Daniel Sigman and Harry Thompson, Mount Joy; Harry McMinn, East Petersburg; Kenneth Henry, R.D. 2 Columbia; and Kenneth Wenger, R.D. 2 Annville.

Marbling Gives Meat Tenderness

Marbling is the name given to the distribution of fat in a meat cut. Harold Heigh, Extension consumer information specialist at The Pennsylvania State University, says this lace-like intermingling of fat gives the meat tenderness, juiciness and flavor. You can expect cuts of U.S. Choice grade beef to have good marbling.

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