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Frozen Dessert Industry Over 1.2 Billion Gallons

Annual production of ice cream and other frozen desserts in the United States exceed 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 circular 553 of the Cooperative Extension Service at Penn State, "Commercial Ice Cream and Other Frozen Desserts."

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 a typical frozen dessert, consumer 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.

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 sandwiches. 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.

Schedule of Activities All-American Dairy Show

Monday, September 24
8 a.m. — Invitational Youth Dairy Cattle Judging Contest.
9 a.m. — Pennsylvania Junior Dairy Show.
7 p.m. — Invitational Brown Swiss Sale.

Tuesday, September 25
9 a.m. — Eastern National Brown Swiss Show.
9 a.m. — All-American Milking Shorthorn Show.
1 p.m. — Invitational Ayrshire Sale.

Wednesday, September 26
9 a.m. — All-American Ayrshire Show.
9 a.m. — All-American Guernsey Show.
7 p.m. — Dairy Show Recognition Banquet and Pennsylvania Dairy Princess Coronation.

Thursday, September 27
9 a.m. — PAA Jersey Show.
9 a.m. — Eastern National

Holstein Show, through dry cow classes,
6 p.m. — Invitational Holstein Sale.

Friday, September 28
9 a.m. — Eastern National Holstein Show, milking and group classes

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Elected by House
The first time the House of Representatives elected a president as a result of a tie in the Electoral College was in 1800. The House, on the 36th ballot, elected Thomas Jefferson president and the second choice, Aaron Burr, became vice-president.



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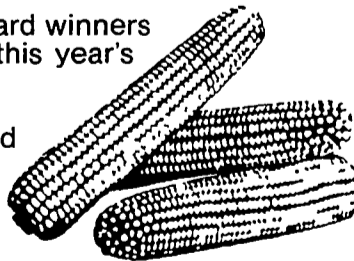
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