

Cheese Whey has New Food Value

Cheese whey was formerly used for hog feed, put on the land, or dumped in streams. Now, says Sid Barnard, Extension dairy specialist at The Pennsylvania State University, about 50 percent of it is used for human or animal feed. And this amount will greatly increase in the next few years.

Until recently, the primary use for whey was in the confectionary or bakery industry. The cheese whey, from cheddar, cottage and other cheeses was dried and sold in concentrated powder form.

World sources of protein have decreased making drying of whey economically feasible. As prices of other protein become competitive,

new uses for cheese whey are being explored.

Dried whey containing 12 to 14 percent protein is being used in beverages, dairy products and other dry food mixes. New techniques for drying and splitting the fractions of whey have been developed. This permits higher protein content and less lactose, although at increased cost, explains Barnard.

Cheese whey is used in ice cream and sherbets as a partial source of milk solids and to increase the protein content. It enhances fruit flavors because of its tart taste. Fortification of citrus and carbonated beverages with protein has great potential. Carbonated beverages usually contain only carbohydrates. This permits the addition of protein and some vitamins

and minerals. Protein fortified candies have recently been marketed, too, according to Barnard.

You will see whey solids as an ingredient in many foods you buy. It increases nutritional value and eliminates a former disposal problem.

Growing It Faster

One reason producers have been able to keep up with the increasing consumer demand for beef is the phenomenal increase in the growth rate of animals due to genetic improvements and increased feeding efficiencies. This means a sharp reduction in the time required from range (ranch) to range (kitchen). It now takes less than 15 months from the time a calf is born until it grows into a 1,100 pound market-weight steer. Forty years ago the process took about three years.

More Income, More Demand
Beef and other meat prices are influenced both by supply and demand. With the removal of beef price controls and other uncertainties, supplies are moving upward in response to demand. Factors influencing the demand side include expanded employment, with 5.3 million more people employed than two years ago; increased disposable income - up to \$139 billion nationally (an increase of 18 1/2 percent over the past two years); and the growing affluence of other developed nations, creating stronger world demand for meat products.

Prize Winning Apple Recipes

A recipe with the intriguing name of "Apple Green Bean Eden" made by Bessie Irene Bliss, Box 45, James City, Elk County, won first prize of \$100 in the 1973 Pennsylvania Apple Recipe Contest.

The contest, which attracted 812 entries from all parts of the state, was sponsored by the Apple Marketing Board in cooperation with the Pennsylvania Department of Agriculture.

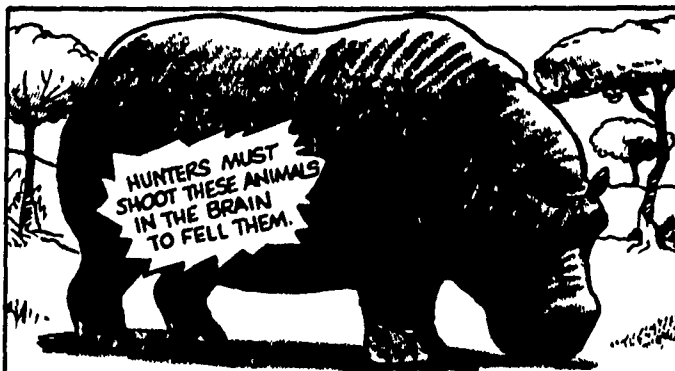
Mrs. Bliss' recipe calls for a pound of cooking apples and a pound of cooked green beans heated briefly with sugar, light cream and

butter or margarine. "It is delicious with ham," she says.

Second prize of \$75 went to Mrs. Betty Sanders, Box 22, Scotland, with an apple chutney recipe. Mrs. Mary Follmer, 912 South Market Street, Bloomsburg, won third prize of \$50 for an "apple indian pudding." Fourth award of \$35 was won by Mrs. James McCutcheon, Hershey, for an "Apple sweet potato salad."

The winning recipes will be published and made available to consumers through the Pennsylvania Apple Marketing Program, which is funded by the state's apple growers.

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New Editor For NDC

Mrs. Jeannette S. Morrow has joined the staff of National Dairy Council as an editor of Educational Materials. She will serve in the Division of Nutrition Education.

Mrs. Morrow received her B.S. degree in Journalism from Ohio University of Athens, Ohio, with minors in home economics and chemistry. Since graduation, she has been engaged in journalism activities. She served for almost a year as a reporter with a Central Ohio daily newspaper. Similarly, she was for one year an editorial assistant in the publications and public services department of Battelle Columbus Laboratories, a contract research organization.

In making the announcement of Mrs. Morrow's appointment, Dr. M. F. Brink, NDC president, said:

"In her assignment at NDC, Mrs. Morrow will be involved in developing materials for use in the educational phase of the Dairy Council program, preparation of final copy for

the printer, proofreading, investigational study with emphasis in the field of education, field testing when materials are in development, interpretation of materials to affiliated Dairy Council units, and evaluation."

New Iron on Market

A very different looking iron—a double-duty appliance for steaming and pressing—is now on the market. This new iron is about half the size and weight of a conventional iron. It rests on its side without leaking when not in use. Designed for both right- and left-handed people, this new iron uses about half the wattage of a conventional iron, yet it heats faster. It's sleek shape also makes it a great travel iron.

The Versatile Cube

There's a do-anything cube that can stand alone or be stacked, and will function in any room of the house. The cube is open on one side so you can put things inside. In the bathroom it could serve as a hamper, in the living room it can be a planter or magazine rack. It comes in small dimensions and large—in bright lacquer-look plastics; colors red, black or white. Mix or match colors and sizes.

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