

Consuming Thoughts

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Chestnuts roasting on an open fire brings visions of a warm comfortable home with family gathered to enjoy one of the specialty fall products—the chestnut. But in order for your dream to become a reality you need to harvest and store the nuts correctly to avoid spoilage.

Fresh chestnuts contain 40 to 45 percent carbohydrate, 5 percent oil and about 50 percent moisture. It is the moisture that makes them so perishable. Chestnut spoilage is almost always due to mold. There are four ways to prevent mold from developing. The mold organisms must be destroyed by heat, or the moisture content of the nutmeats must be 10 percent or lower, the relative humidity of the storage area must be 70 percent or lower, or the storage temperature must be 32° or lower.

To destroy the mold on chestnuts, treat the nuts in a warm water bath (125°F) for one hour. A cooking temperature lower than 125°F will not kill the mold organisms. A higher temperature will damage the nuts. The nuts may then be stored in perforated polyethylene bags for two months

at 40°F.

You can prevent spoilage by proper drying, too. To dry the nuts, place them in mesh bags and hold them at 40°F for four days in an area that has well-circulated dry air, or dry them in food dryers for 4-8 hours at 110°F. This reduces the nuts' moisture content to 10 percent; dried nuts can be held for more than a year in a cool, dry area. Nuts dried this way must be moistened by soaking or steaming for about 30 minutes before use.

You can store freshly harvested chestnuts at 34°F without any preparation, too. Chestnuts are at an optimum temperature and moisture content at this temperature. You can freeze only the hot water "blanched" chestnuts and the dried chestnuts. Those that are only stored at 34°F will be injured by freezing.

Keep chestnuts dry on the surface at all times to prevent slime and recontamination with mold. Storage at 40°F or lower is essential in preventing insect infestation, also. Stored in a cool, dry place or in the refrigerator, the nuts will stay fresh for a month or more.

Milk's New Campaign

COLUMBUS, Ohio.—The dairy industry has a new attitude and a unique look in its newest fluid milk advertising campaigning. The ads send milk lovers on "milk missions," urging consumers to go to their refrigerators for the great taste of ice cold milk.

"Milk. Help Yourself" is a \$48 million national marketing campaign focusing on the pleasure

and satisfaction milk lovers receive when they drink milk.

"The new campaign represents a shift in direction for the entire milk industry," says Scott Higgins, general manager of Mid East United Dairy Industry Association (Mid East UDIA). "We build on the equity of the health related themes of past campaigns, but the new approach addresses the reason people drink milk—enjoyment.

Mid East UDIA kicked off the debut of the new fluid milk advertising by delivering ice cold milk and breakfast muffins to radio disc jockeys. Dairy and Nutrition Council Mid East nutrition education consultants visited radio personalities in 20 major metropolitan markets in Ohio, Pennsylvania and West Virginia, prompting them to talk about the great taste of milk on the air which further extends the campaign message. Milk, cookies and brownies were included with the radio deliveries as an afternoon snack.

Mid East UDIA also mailed 350 press kits to advertising and food media. This kit contained information focusing on the flavor and quality of ice cold milk.

In addition, a video news release was promoted to local ABC, NBC and CBS television affiliates for broadcast news. The report focused on the development of the new milk ads and the creative thinking behind the theme, "Milk. Help Yourself."

The American Dairy Association Mid East, the marketing arm of Mid East UDIA, is supporting

the new fluid milk advertising by working with regional processors. Processors are encouraged to utilize "Milk. Help Yourself." on milk packaging, milk haulers and delivery vehicles which will compliment and extend the overall advertising campaign.

The new fluid milk advertisements depict a refreshing, ice cold glass of milk as the ideal accompaniment to enticing food choices such as freshly baked chocolate chip cookies. According to a national survey administered by the National Family Opinion, nearly half of those questioned (41 percent) listed chocolate chip cookies as their favorite snack to enjoy with a glass of milk. A bowl of cereal (21 percent) and peanut butter and jelly sandwiches (13 percent) ranked second and third respectively.

This is the first combined advertising effort of the newly formed Dairy Management Incorporated, a joint venture between the United Dairy Industry association and the National Dairy Promotion and Research Board. This joint effort has allowed for a stronger advertising campaign, resulting in more frequency and cost efficiency.

Mid East UDIA is one of 19 state and regional member organizations of Dairy Management Incorporated that implements advertising, marketing, promotion and nutrition education on behalf of dairy farmers in Ohio, West Virginia; western Pennsylvania and northern Kentucky.

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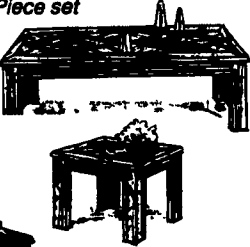
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