

'Ice Cream Mystique' Surrounds Penn State Ice Cream Short Course

UNIVERSITY PARK (Centre Co.) — All kinds of people want to go into business for themselves. The Penn State Ice Cream Short Course often attracts entrepreneurs for its special "ice cream mystique."

Now entering its 109th year, the course continues as the nation's oldest, best-known and largest educational program dedicated to the science and technology of ice cream.

This year's seminar, directed by Bob Roberts, associate professor of food science in Penn State's College of Agricultural Sciences, will run Jan. 8-18 at The Nittany Lion Inn on Penn State's University Park campus.

And, as Roberts explains, attendees will get to see the "mystique" in action.

"It's really been an education

for me to see just how much people enjoy the ice cream business," he said. "I've always enjoyed it from the science and technology side, but I'm amazed by how much people like to work with ice cream. They say everyone smiles when they are around ice cream, and that's what seems to attract people to this business. They're also able to indulge their creative side with new flavors and textures."

The program instructs professionals in all aspects of commercial ice cream manufacture, including ingredients and flavors, freezing/hardening, and storage/distribution. This year's course also features lessons on common defects in ice cream, evaluation of market samples, and a tour of the University Creamery operations.

The course will explore systems for making better quality frozen desserts, including microbiology and quality testing, nutrition and additives, and hazard analysis and critical control points (HACCP) techniques. Roberts said the course, while highly technical, has something for everyone.

"What a student takes away from the course depends on what they start with," he explained. "The 'mom-and-pop' operator who wants to open a shop will learn a lot about the industry — how products are formulated and their functional properties. People in production may glean a better understanding of why their efforts result in a good or poor finished product. People in research and development will get new ideas on how

ingredients interact."

Small-scale operators and fledgling entrepreneurs also can learn about the retail side of the industry by attending the "Successful Ice Cream Retailing" seminar being offered Jan. 19-22 at The Nittany Lion Inn. Conducted by Ed Marks, a private consultant with more than 50 years of experience in the ice cream industry, the seminar is intended for those who want to own an ice cream parlor rather than an ice cream factory.

"If you want to learn about the technical side of ice cream

manufacture, then the short course can't be beat," Roberts said. "But if you want to know the business of running an ice cream shop, the Successful Ice Cream Retailing seminar will provide you with that information."

The seminar will address employee training, menu creation, price setting and promotions, and more. For more information on the short course or the seminar, call (814) 865-8301, or visit the Website at <http://conferences.cas.psu.edu>.

Bigger, Better Butter Sculpture Unveiled

HARRISBURG (Dauphin Co.) — The 11th annual butter sculpture will be unveiled at the 2001 Pennsylvania Farm Show Thursday, Jan. 4 at 9:30 a.m. during a press conference in Harrisburg.

The 2001 Pennsylvania Farm Show butter sculpture has been a secret during its creation and organizers are excited to share its identity with the media.

Sculpted in 750 pounds of butter, this year's butter sculpture will double the size of previous sculptures.

The Pennsylvania Department of Agriculture donated a new case that measures 20-feet long. The case has large panels of windows for complete viewing of this magnificent work of art. Six-year veteran Ed Shank again carved the sculpture with butter donated by Land O'Lakes, Inc., Carlisle.

Join Pennsylvania's dairy farmers to unveil the 11th annual butter sculpture Thursday, Jan. 4, at 9:30 a.m. Pennsylvania Dairy Princess Melinda Wolfe will join Sam Hayes Jr., Pennsylvania secretary of agriculture, in unveiling this golden tribute to Pennsylvania's agriculture sector.

The butter sculpture will be on display at the Pennsylvania Farm Show Jan. 6-11. It is sponsored by the Pennsylvania Dairy Promotion Program, the American Dairy Association and Dairy Council Mid East, and the American Dairy Association/Dairy Council Middle Atlantic.

If you are unable to attend the unveiling and want information about the butter sculpture or dairy activities at the Farm Show, contact Debra Summerall at (717) 787-6903.

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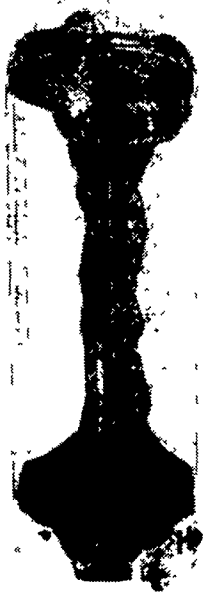
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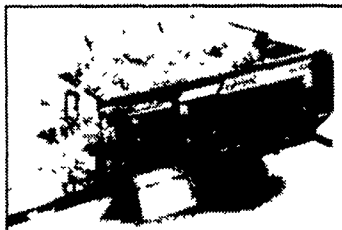
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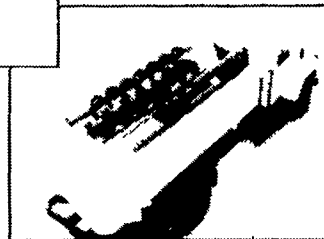
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