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A Frozen Art

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A Frozen Art

The frozen food industry is fast becoming important to every home, says Marjorie Thomas

"A CHICKEN in every pot, a car in every garage and frozen food on every table." It's easy to see that election candidates in the future are going to have a job on their hands.

The preservation of foods by freezing, still considered a "baby" industry, is already giving the canners competition. Refrigerator locker plants are serving approximately 75,000 families in Iowa alone. There remains little doubt but that the time is not too distant when more frozen foods will be used than canned products.

The "quick" freezing of fruits and vegetables commercially is no more difficult than canning. It requires modern machinery and careful selection of varieties and methods of growing them. The Iowa State College Horticulture Department is working on the development of varieties particularly suited for freezing. Experimenting is also being done with vegetables and fruits which have not proven generally adapted to freezing, such as lettuce, cucumbers, tomatoes, cabbage, radishes and melons.

One can now purchase six different kinds of frozen soups—they come in blocks about eight inches long. If it's a delicious dessert that you're looking for, there is frozen fruit puree, sliced and served with whipped cream.

Experiments are being carried on to improve storage rooms, too, by increasing relative humidity. One of the latest developments gives an effect like a perpetual snow storm—the continual formation of crystals which vaporize easily and maintain the humidity close to saturation.

In freezing preservation the product remains essentially fresh. Refrigeration should keep the flavor and texture unchanged. Ascorbic acid and the vitamins, especially A and C, remain practically unchanged.

Freezing will not make a good product out of a spoiled strawberry, however. Great care must be exercised in the selection of high quality products at just the correct maturity to be packed and frozen at once. One western company has a field department that selects the ground for their peas, supervises the preparation of the soil, the planting and the harvesting.

A tenderometer automatically tells the degree of tenderness of a food product. When the peas are at just the right stage, they are harvested and within 25 minutes have been washed, blanched, sorted, frozen, packaged and placed in a cold storage room.

There is some disagreement as to the best temperature for "quick" freezing. Various researches indicate that 0° F. or a little lower is satisfactory for fruits and vegetables. Temperature should not fluctuate in the storage room. Crystals within the cells will grow until the walls rupture and the product cannot return to its original condition upon thawing.

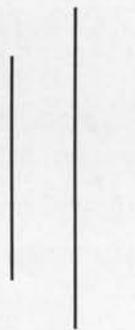
Frozen foods are still a little more expensive than canned or fresh goods. However, there is no waste, no preparation—certainly worth something in the life of a homemaker!

IOWA

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Edam Cheese



*Apple-polish Dad with some
Iowa State College Cheese*

Salesroom

Dairy Industry