1942

Vanilla Joins Shortage Ranks

Grace Brown
Iowa State College

Follow this and additional works at: http://lib.dr.iastate.edu/homemaker

Part of the Home Economics Commons

Recommended Citation
Available at: http://lib.dr.iastate.edu/homemaker/vol22/iss2/15

This Article is brought to you for free and open access by the Student Publications at Iowa State University Digital Repository. It has been accepted for inclusion in The Iowa Homemaker by an authorized editor of Iowa State University Digital Repository. For more information, please contact digirep@iastate.edu.
THE possibility of a shortage of vanilla for vanilla ice cream presents itself to an American public which has increased its ice cream consumption, during the past year, 19 percent over 1940. In the past 30 years, the production increase of ice cream has been more than 100 percent. This increase in consumption of ice cream is good news to nutrition experts for this food has too long been considered a luxury instead of a vital article in the nation’s diet.

Because of the health-giving elements in ice cream and the increased consumption in the United States, the shortage of the vanilla bean which furnishes the flavoring is seen as serious. The bean comes from a species of orchid, the Vanilla Plantifolia. The greatest source of the bean is the island of Madagascar, now under Vichy French control. The vanilla plant is also grown in Mexico and Tahiti, but not as extensively nor is the quality of the bean as fine.

Although the shortage of beans can be made up by chemical substitutes, the flavor of vanilla made from alternate materials such as lignin and oil of cloves will not be comparable to the natural sources. The stress placed by ice cream manufacturers in recent years on improving their product by using better vanillas resulting in a finer flavored ice cream will necessarily be lessened. An attempt will be made to add pure vanillin to the bean vanilla to make it possible to flavor more ice cream to meet the demands of the American consumer.

In comparison with other desserts, ice cream is relatively low in calories but high in calcium, phosphorous and vitamin A. It is a good choice for individuals who must ignore rich foods and extra calories.

The normal adult can as effectively utilize the calcium in ice cream as he can utilize the calcium in milk, and it has been found that calcium is often lacking in the usual diet. Ice cream serves as a convenient and tasty way to secure this calcium so important to the normal, healthy growth of children and optimum health for adults.

—Grace Brown

Mrs. Stover’s
Bungalow Candies
No artificial flavors are used in
Mrs. Stover’s candies

JUDISCH BROTHERS
PHARMACISTS
209 Main Phone 70

The Iowa Homemaker