

## DAIRY PRODUCTS

New methods of marketing milk and dairy products have affected the process of marketing from the farm through to the retail store. Today the farmer ships his cans of milk direct to the factory or city milk plant by truck, whereas formerly they were taken from the farm by wagon, perhaps to be transferred later to a milk train if they were to be sent long distances. The latest transportation development relieves the farmer still further by eliminating cans entirely. In a few areas tank trucks visit farms daily and siphon milk directly from large tanks installed by the farmer. Tank trucks have also come into use to move milk between dairy factories.

Improvement in methods of transportation has been one of the major reasons for the increase in the size of dairy factories, permitting them to draw milk from larger areas than formerly. The growth of large centres of population has been a contributory cause, especially in the increase in size of city dairies. Another factor tending to increase the size of dairy factories is that much of the modern manufacturing equipment can be used economically only by factories that receive milk in large quantities. The spray process of drying milk is replacing the older roller process. Spray powder is better for many purposes than roller powder and spray driers usually have a larger capacity than roller driers, so the size of milk powder plants has tended to increase. The continuous butter-making process, by which cream fed into one end of a complex machine emerges as neat one pound prints at the other, has been recently installed in several Canadian factories. The continuous butter-making machines can be used to best advantage only in plants receiving considerable quantities of cream.

Improvement of quality has been an important factor in the modernization of the marketing of dairy products. Pasteurization of fluid milk has been practised more generally over the years. "Flash" pasteurizers have been developed which do not affect milk flavour as did the older types. Quality of butter, cheese and concentrated products has come under close scrutiny by governments and the dairy industry, and government grade designations have become widely accepted as indications of high quality.

In addition to improving the quality of its products, the dairy industry has served the consumer by giving him a greater variety from which to choose. Process cheese, a product made by grinding cheddar cheese and treating it with other ingredients, has become increasingly popular as have cheese spreads which can be applied easily to bread or crackers and double as cheese sauce when heated.

For many years scientists have been looking for products which have all the desirable qualities of fresh milk but which can be more easily transported and stored. Although no completely satisfactory substitute for fresh milk has yet been developed considerable progress has been made. In the past year or so, 'instant' dry skimmed milk products have appeared on the market. 'Instant' powder can be rapidly converted to liquid skimmed milk by adding water and stirring. In the powder form, the product can be stored without refrigeration. Evaporated milk has also shared as a replacement for the fresh product in areas where fluid milk is not readily obtainable and is also widely used for feeding infants. Canadians use more evaporated milk per capita than the people of any other country.

Perhaps the most striking changes of all, from the point of view of the consumer, are those that have occurred in the merchandising of dairy products in retail stores. Gleaming counters filled with light weight disposable cartons of milk, attractively packaged butter, and an assortment of cheeses beyond the imagination of consumers of a decade ago, are a familiar sight and a welcome one to the busy housewife intent on providing her family with a variety of good foods.

## LIVESTOCK AND MEATS

Canada continues to produce a plentiful supply of meats, providing for a fairly high domestic consumption with a surplus for export, although the latter is gradually diminishing as the population increases.