

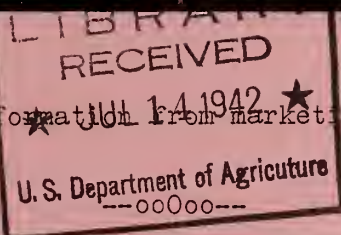
homemakers' chat

FOR USE IN NON-COMMERCIAL BROADCASTS ONLY

U. S. DEPARTMENT
OF AGRICULTURE

WEDNESDAY, July 8, 1942

1.9
In3Hh
SUBJECT: "THE BIG CHEESE." Information from marketing specialists of the U. S. Department of Agriculture.



Conversation today is about cheese.....about good American cheddar cheese.... the cheese that goes with pie....the cheese that fits anywhere in the meal from soup to dessert....the cheese that makes Welch rabbit and scoffle, toasted sandwiches and a score of other favorite dishes....the cheese that adds hearty nourishment and flavor to any food....the cheese that gives you a lot of food value for your money and happens to be very plentiful right now.

Let's look back to before the war for a minute. Before the war people who were extra particular about food had to have their imported cheeses for super-duper dishes. But good American cheese went rolling right along as the favorite of the big majority of people in this country. Actually, we imported less than 10 percent of the cheese we ate. The other 90 percent was made right here at home, and almost four-fifths of it was American cheddar cheese. Some people call it just plain American, but on a list of different cheeses you would find it called "Cheddar." In everyday American lingo, it's that rather hard chewy cheese, yellowish in color, made of whole milk. One-fourth pound of this cheese is equal to about a quart of milk in food value.

But going back to the big cheese story, you may be interested to know that before the War we ate almost all the cheese we made in this country---about 800 million pounds a year. Then something happened to cheese along with the blitz that struck the continent. Our imports dropped to about one-fifth of what they had been. We could no longer get Roquefort cheese from France, Edam and Gouda cheese from Holland, Swiss from Switzerland, and all those Italian cheese---Romano,

Parmesian, and Reggiano. Then, the British began calling--"Send us some of that good American cheddar cheese." And Secretary of Agriculture Wickard said to the American farmers: "What can we do about it?" Their answer is: Over a billion pounds of American cheddar cheese to be produced in 1942. That's almost double the amount of cheese produced in 1940--only 2 years ago.

To help feed our allies, and to supply our own military forces, and to satisfy everybody at home takes a lot of cheese. But just the same the good news is that we have enough cheese for everybody. The British are asking for 250 pounds of cheese a year--and they may need more. But we have it. For some time the Government has been buying cheese under the Lend-Lease Purchase Program to send to our allies and supply our armed forces. Since March of last year more than 375 million pounds have been purchased and a good part of this amount is in storage now --just waiting to be eaten.

What about us--the civilians who stay at home and help win the War by buying bonds, and working, and doing the best we can? Can we have cheese, too? We can. There's a greater supply of American cheese on hand in this country than at any time in history. It's just waiting for us to buy it. So look up your cheese recipes and get ready to include plenty of cheese in your summer menus.

Only about a year ago Secretary Wickard had to suggest that Americans give up cheese in order to provide enough to ship to Great Britain. That's all over now. Even the cows out in Wisconsin must have been listening when the Secretary said we must go slow on cheese until we could increase our production. Anyway, the cows got busy and so did the cheese-makers. Now it's a race to see whether we can keep up with the flow of milk from the cows.

You probably don't need anyone to tell you why cheese is a valuable food. As a wide-awake, up-and-coming homemaker you know that cheese, like all milk products, belongs on the list of protective foods--the foods that form the foundation

of any well-planned diet because they protect against deficiency diseases and lift the body from a low to a higher level of health. You know that cheese has protein, fat, calcium and phosphorus, as meat has. And you know that cheese also contains vitamins A and G--and even some vitamin B-one and D. Nutrition scientists say that Americans would profit in health and well-being if they ate twice as many dairy products as they do now. That's a tip for every housewife, every mother especially. Use more cheese in family meals. Make more cheese dishes.

Cheese adds nourishment and flavor to many low-cost foods--macaroni, for example, or rice, spaghetti, hominy grits, potatoes and beans. Many different vegetables are extra good served with cheese sauce--that is, white sauce with enough grated or sliced cheese added to give a yellow color and a delicious cheese taste. You can scallop potatoes, cabbage, corn, or beans with cheese sauce. You can use cheese sauce to combine a mixture of leftover cooked vegetables. Cheese sauce is delicious with cauliflower, broccoli, or any other member of the cabbage family. It's good with asparagus. It's fine with onions, carrots or green beans. Add a little onion juice to your cheese sauce and maybe a little hot pepper if you like it zippier.

Cheese fits in especially well in hot-weather meals because cheese dishes never need cooking with much heat. In fact, a little too much heat makes cheese tough and stringy. The important rule to remember whenever you're cooking with cheese is: Keep the temperature low. Use just enough heat to melt the cheese.

And don't forget--whenever you go shopping for food these days--there's plenty of cheese, and cheese is one of the best foods to fit in summer meals.

###

