

Frozen food industry makes giant strides ahead in 30 yrs.

By FRANK COGAN
Editorial Director
Food Business

There's a vast and invisible below zero frozen foods temperature tunnel that begins out

where the crops — fruits and vegetables, meats and seafoods in the field and sea — are harvested. It follows along thousands of miles of railroad tracks and truck routes, in most of the states and from many foreign countries. It makes temporary stopovers at thousands of food processing plants from Maine to California, where the commodities are made

into finished food products and packaged. Then the below zero journey continues into the frozen foods cabinets of 350,000 supermarkets and retail food stores in every city and hamlet of the land.

CHAIN OF QUALITY
To keep the chain of quality unbroken, she must provide zero degree freezing space until she is ready to use the food. And the freezing space must be big enough to store a convenient quantity and assortment of foods. It must be big enough, too, to enable her to take advantage of the frozen food specialties that mean real economy in the food budget.

The freezing space the modern homemaker needs can be found in the 1963 refrigerator-freezers — with separate doors, true zero-degree freezers — or in the separate freezer.

The frozen food tunnel isn't an actual tunnel, of course. But it is a strict discipline of quality and product preservation that has gradually grown in the thirty-odd years since quick frozen foods were first introduced here.

Through this vast tunnel pass annually more than 12 billion pounds and packages of a countless number of different quick frozen food products on their way to market. In recent years this young industry has taken giant strides, and so has the quality of its products.

The food scientists know and the industry has learned that the basic job of protecting product is aroma, flavor, quality, taste and appearance of every quick frozen food product is tied to this below zero temperature discipline that prevails right down the line from crop areas to the homemaker's family servings.

Is this zero temperature discipline that has been so carefully built up to protect the big and growing quick frozen foods industry a costly operation? Of course it is. But the industry has met these costs through-

mass production and mass distribution, and the price of quick frozen foods on the market today compares favorably with similar fresh and packaged products that are also available.

Recently the U. S. Department of Agriculture surveyed the so-called convenience foods market, the category in which most frozen foods are included. The survey found typically that

it costs \$2.50 to serve four portions of a quick frozen fish pie, with 40 minutes making the meal, against \$1.00 for the home-made product. Here the big saving is in the housewife's maker spent 5 minutes readying time.

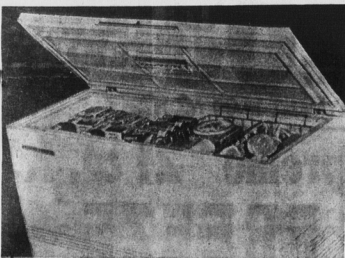
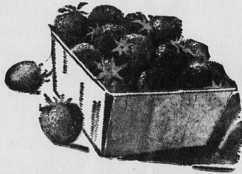
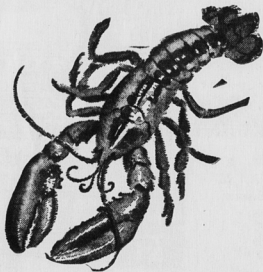
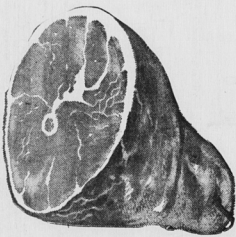


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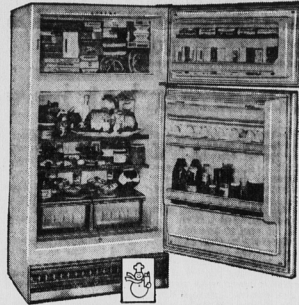
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