

Mushroom News

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Mushroom News



VOL. 13, NO. 3, MARCH, 1965

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EDITORIAL

VOTE FOR MORE SALES

The main article in this issue reports on your AMI promotional program—which, in the last decade, has gotten 10 million dollars in free publicity.

The point is that we're just scratching the surface. We can be growing to capacity, straining our facilities to meet the demand and earning far more income each year if we'll spend more *now*.

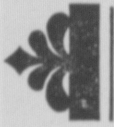
No industry has ever had a greater opportunity to batter open such an incredibly big market — there are probably over 100 million people who don't eat mushrooms just waiting to be sold. What's involved isn't peanuts — it's mushrooms, millions of extra pounds in future years.

The vitally important point is this: if we double our assessment, most of the money (90%) will go right into promotion — not into office expenses or administration. We will be able to *triple* our promotional activities . . . *triple* it!

Let's double our assessment and triple our promotions.

Let's do it soon.

Right/Walter Gmuer, Executive Director of the AMI, with some of the displays and newspaper clippings exhibited in the recent promotion report by AMI's Kornfeld Agency. Personal contact with the nation's food editors is an important activity and the agency provides a constant barrage of information to them. Story on page 4.



"10 MILLION DOLLARS -- THE AMI HAS GOTTEN ONE OF

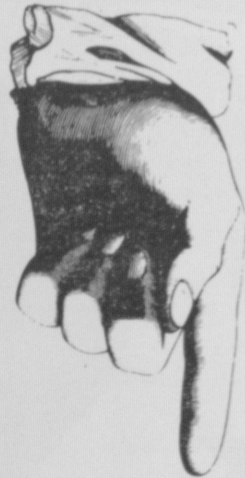
HERE'S HOW YOUR
PROMOTION DOLLAR
DOUBLED
MUSHROOM CONSUMPTION
IN AMERICA

In the last 10 years mushrooms have gotten ten *million* dollars worth of advertising in newspapers and magazines, on radio and TV . . . yet we've spent a comparatively few thousand dollars to do it. And the proof is in the eating: Americans are eating twice as many mushrooms as they did just 10 years ago -- in 1955.

The picture on page 3 shows you the patient, careful process the

Kornfeld agency goes through to carry our mushroom story to homes across the country. It's a rare housewife who isn't exposed to mushrooms regularly.

Recently an advertising expert examined our promotion. "The AMI has gotten one of the biggest bargains in advertising history," he said. "It's absolutely fantastic how much coverage you've gotten on a very small



MUSHROOMS
GO FOR
HIGHER MATHEMATICS
ON SEEKING
PUBLICITY OUTLETS

BY ROBERT KORNFELD

Say you decide to help the mushroom industry sell more mushrooms. What do you do first? You could stand on a street corner and stop everyone who goes by and tell them how good mushrooms are. Or you could go to the local newspaper and tell the food editor and she'd write it up and some thousands of people would read about it.

The AMI's promotion agency, Robert Kornfeld Associates, Inc., not only goes to America's local newspapers and radio and tv stations as being good publicity outlets, but it

goes the further step. It picks out the true "mass media" of the country and goes to them.

NEWSPAPER SUPPLEMENTS

The mass media are such outlets as the newspaper supplements, the magazine sections that come with your Sunday newspaper. *Parade* is one such supplement. It is included with 12,500,000 newspapers every Sunday. *This Week* is another such Sunday supplement with a slight edge over *Parade*. It goes out with 14,000,000 newspapers every Sun-

THE BIGGEST BARGAINS IN ADVERTISING HISTORY”



budget. Just think what would happen if you doubled it. The country would drown in mushroom publicity. I'll bet mushroom consumption would skyrocket.”

If mushroom consumption doubles — and it can very easily — we won't be able to supply the demand — and that's where we want to be. In 1964, we got over a million dollars in publicity and that's more than a lot of

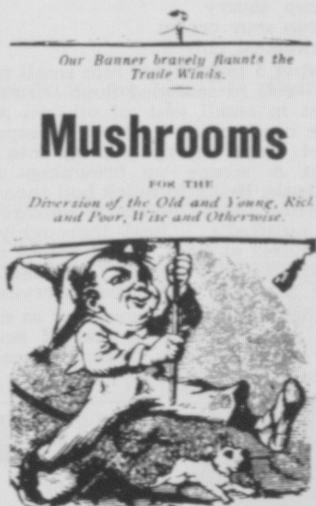
major national corporations spend on their advertising.

Just look at one area of great potential — home economics classes. We could give away two million recipe books a year to young women who are just learning to cook. We could make mushrooms a permanent part of their recipes for the rest of their lives. Two million a year — if we had only the money to print

the extra recipe books.

At the World's Fair last year, we gave away 100 thousand recipe books and that's just scratching the surface. Sixty percent of American women — millions upon millions of housewives — don't buy mushrooms because they don't know what to do with them.

It's your AMI. It's your budget. It's your move.



day.

The food editors of both magazine sections are good friends of the mushroom industry and each year publish several articles each on mushrooms in co-operation with the AMI's agency.

NEWS SERVICE FEATURES

A second “mass” approach to newspaper publicity is through the “services,” such as the Associated Press, King Features and Newspaper Enterprise Association. Just as the AP sends news stories to thousands of

papers that print millions of copies a day. Each year the AP runs stories on mushrooms that are read by millions of women each.

As an example, the Newspaper Enterprise Association's food editor, Gaynor Maddox, this year took an idea the AMI's agency presented for a mushroom turkey stuffing and used it as a main Thanksgiving-time item. The story appeared in dozens of various hometown papers throughout the country with a total circulation of over 20 million copies! Readership

is estimated at 50 million or more.

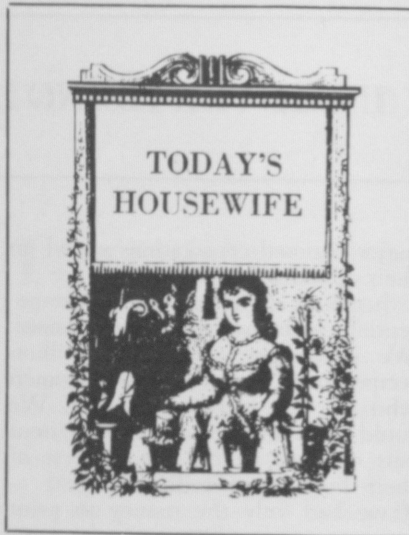
The Sunday supplements and news syndicates give a truly national flavor to mushroom publicity. They are used in every city and state throughout the U. S. and its dependencies, and bring the message of mushrooms to people in every city and town over and over again during each year through the efforts of the AMI and its promotion agency, Robert Kornfeld Associates, Inc.

Viewed from the feminine side, the mushroom industry takes on an altogether different hue. And when your subject is as attractive and charming as this one, well, it almost makes a man want to come out of the mushroom houses and into the kitchen.

I did just this the other day. The kitchen was that of Sue Phillips, 28-year old wife of Don Phillips, a grower and packer of fresh mushrooms. Sue skipped along, modestly, in her narrative of what it is like to be married to a man in this branch of agriculture and on her views of the industry as a whole.

Briefly, the Phillips' have been married six years, have two young children, and built their own stone house. Before all this, Sue taught school for three years. This charming, aggressive woman is a far cry from the grower's wives and families of a few years ago, when, to find the women picking along side the other workers was no oddity.

Sue gets only as close to the business as to keep the books and occasionally tag along on a selling trip—for the scenery only. And what does she dislike about the business? Well, about all she could think of were the long hours involved. She quickly countered this by saying that it was worth it because the business was relatively small but growing, and the excitement of watching it grow, coupled with its rewards, over-shad-



BY DON GRAY

owed the long hours it takes to do the building.

I did not have to ask her advice on the subject of a wife's position and job in her husband's mushroom operation. All through our conversation it was evident that she felt her place was more in the background, giving the vital and necessary moral backing to her husband in his venture and new ideas. Her thinking is young and alive: vibrant with excitement in the daily work and growth of the business. Surely the future is bright, for with this outlook, they have little to fear.

Her views on the industry are just as young as spirited as she. Her feeling is that too many content themselves with mediocrity, never caring to try new methods or look for new markets. In short, too many satisfied to do too little to help build the industry as a whole.

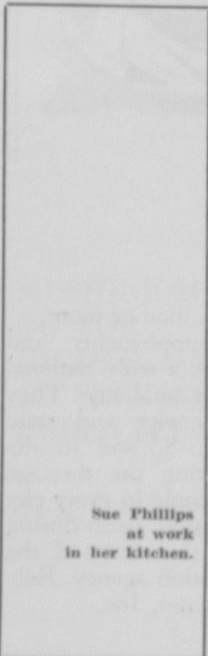
Asked for a favorite recipe of hers, Sue dug through a wad of file cards and clippings and came up with this one for Beef Stroganoff, which not only sounds good but tastes as though it had been dipped from the pages of *Gourmet* magazine.

BEEF STROGANOFF

- 1½ lb. gr. beef, pork and veal
- 1 tsp. mustard
- 1 tsp. salt
- 1 cup bread crumbs
- pepper to taste
- flour
- 1 cup cr. of mushroom or celery soup
- 1 whole onion sliced
- quart sliced mushrooms
- ¼ cup sherry
- ½ cup sour cream
- chopped chives

Mix first 5 ingredients into small meatballs—roll in seasoned flour—brown in skillet in small amt. of oil—set aside. Saute mushrooms & onions in separate skillet. Pour sherry & soup into first skillet & scrape up brownings from meatballs. Bring to quick boil then turn low after adding onions & mushrooms. Add meatballs — heat thoroughly for 20 minutes at least. Right before serving stir in sour cream (lift meatballs high). Garnish with chives. Serves 6-8.

Delightful dish for company as meatballs can be made & cooked several days before-hand & frozen. (Excellent as buffet dish.



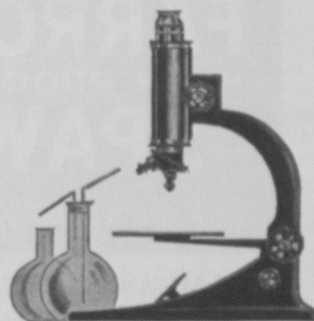
Sue Phillips at work in her kitchen.





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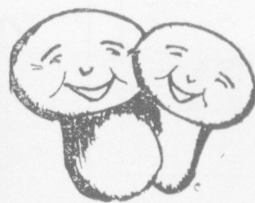
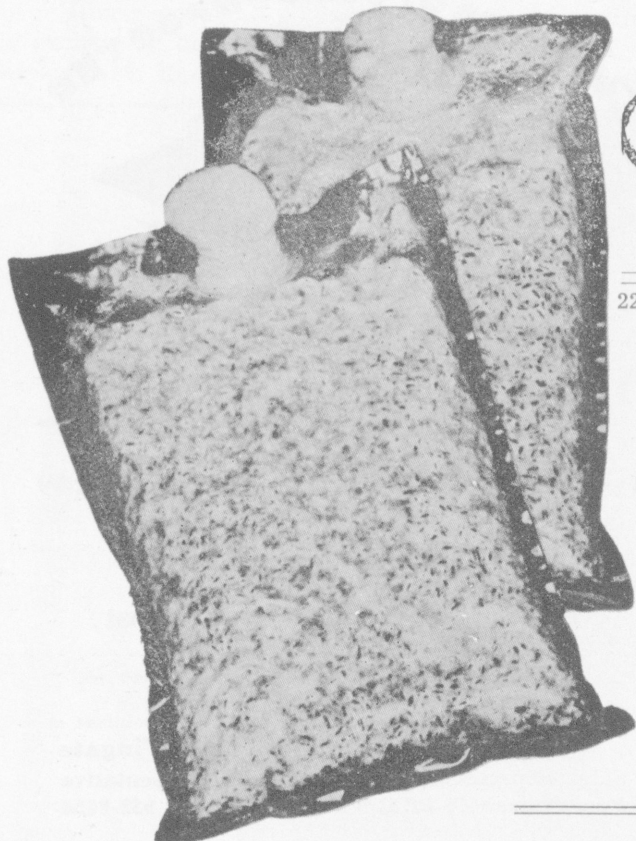


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1. A lot of the mushroom taste is right under the peel—don't peel—it is not necessary.
2. Wash mushrooms lightly—don't soak.
3. Mushrooms contain liquid—if you cook over 10 minutes they dry out and lose some of that luscious taste and texture.
4. Mushrooms are grown in special houses or caves—scientifically—for your pleasure.
5. Mushrooms are rushed to you under refrigeration—keep them cool 'till you use them.
6. Mushrooms are delicious fresh or canned.
7. Mushrooms are the world's most versatile vegetable—good in:
soups, salads, casseroles, omelets
good with:
other vegetables, meats, fish, poultry, eggs—

And As A Main Dish

Mushrooms are THE Versatile Vegetable. Here are seven new ways to use them. Mushrooms can be used in dozens of ways to spark up menus, add taste and texture to meals, bring comments of delight from families and guests.

Originated and Tested by Susan Adams

Special Hints:

- *Don't Peel Mushrooms*
- *Wash them lightly*
- *Never Soak Mushrooms*
- *Cook 10 Minutes or Less*

Take home a pound of Mushrooms today . . .

Mushrooms are really reasonable in price . . .
Serve some today . . .

290 MUSHROOM CHICKEN PIE

Supper for Six

Cook chicken in just enough water to cover. Add a carrot, stalk of celery with its leaves, $\frac{1}{4}$ small onion, sprig parsley and 1 teaspoon frozen dried chives. Cover with tight lid and simmer for one hour, or until so tender it pulls away from the bone. Cool in stock or broth . . . Remove fat and strain through coarse strainer . . . Remove skin from chicken and cut into generous bites . . . Melt 3 tablespoons butter and stir in 4 tablespoons flour to cook to a smooth paste which tastes done—not pasty. Slowly stir in 2 cups chicken stock or broth and cook 'till smooth. Salt and pepper to taste and add $\frac{1}{4}$ cup cream and 2 tablespoons sherry.

Saute one pound medium size mushrooms cut into quarters, or use one 8 ounce can drained. Turn chicken chunks into shallow casserole. Use casserole which has plenty of surface. Add mushrooms lightly salted together with the sauce or gravy. Cover with layer of thinly rolled pastry in which slits are cut for steam to escape. Bake in 400 degree oven 20 minutes. If liked, a thin layer of rich biscuit dough may be used instead of pastry. Just as ready to serve, top with more sauteed mushrooms. Real honest-to-goodness-chicken pie!

HOBO MUSHROOMS

A Party for Ten

This is a fun serving for your next cocktail party. It's different, so easy to prepare, economical and downright good to eat. Make plenty.

Clean 2 pounds fresh mushrooms, or use 1 six or eight ounce can mushrooms drained. Cut into small pieces but don't chop. This must not be mushy. Marinate in French dressing. Drain well. Add 1 tablespoon chopped capers and 2 teaspoons each freeze dried chives and parsley with 3 tablespoons chopped celery hearts. Drain again. Dip out onto dried beef slices to form a hobo pouch. Use tall bamboo sticks for fasteners to hold pouch together. Stand pouches up on cocktail server. Delicious with drinks. A real experience when served with a big slice of Spanish melon, or ripe honey dew melon. And surprisingly satisfying with a cup of black coffee or strong fragrant tea.

LOW CALORIE HAMBURGERS

For Four—Maybe

1 pound ground beef chuck

Add one teaspoon seasoning salt and 2 teaspoons freeze dried chives. Using large fork whip in $\frac{3}{4}$ cup buttermilk and $\frac{1}{2}$ cup fine dry crumbs. Mix well and stir in 2 cups lightly sauteed fresh mushrooms, or a 4 ounce can drained. Keep mix light, not packed. Make big fat hamburgers and put these between toasted buttered buns to serve pronto.

MUSHROOM STUFFED VEGETABLES

Main Dish, Canapes, Snacks

Lightly saute one pound fresh mushrooms sliced, or use one 6 ounce can mushrooms. Cook one package large frozen limas. Parboil 6 medium size sweet onions, drain and cut off tops. Scoop out centers and chop finely. Saute onion centers with $\frac{1}{4}$ cup seasoned bread crumbs (may use Pepperidge Farm stuffing) and add 4 tablespoons sherry wine. Cook briefly and add the drained seasoned limas together with the sauteed mushrooms. Stuff into onion shells, add a few more mushrooms on top and dot each onion with bits of butter. Bake in 400 degree oven for 15 minutes, or until well browned on top and heated through.

Variation: This is equally good when whole fresh tomatoes are used to hold stuffing. When tomatoes are used be sure to add salt and pepper to the tomato shells and also stir in freeze dried chives, about 1 tablespoonful for six tomatoes.

MUSHROOM TABBULEH

For Cocktails

- 1 pound small fresh mushrooms thinly sliced, or 1 six or eight ounce can buttons
- 1 package old world wheat pilaf with seasonings
- 2 cups boiling water
- 3 fresh tomatoes chopped finely
- 2 bunches scallions, using some of the green portion
- 1 cup chopped parsley (no stems)
- 2 tablespoons dried mint, or use fresh, if available
- $\frac{1}{2}$ cup lemon juice
- $\frac{1}{2}$ cup oil
- 1 teaspoon salt

Empty package of pilaf, together with its seasonings in enclosed package, into large bowl. Stir in 2 cups boiling water and let stand 1 hour. Fluff up with two forks. Now in small deep bowl mix together $\frac{1}{2}$ cup lemon juice with $\frac{1}{2}$ cup oil and 1 teaspoon salt. Pour juice and oil mixture over finely sliced mushrooms and let marinate about fifteen minutes. Add all the other chopped vegetables and toss lightly until well mixed. Serve on romaine or any lettuce leaves. Place extra romaine leaves on each plate. Guests fill leaves with tabbouleh and roll into their own serving. Eat with fingers.

We are told that when with Armenians they definitely invented this savory serving—but when with Arabs you learn that it was their creation so long ago it is history. Now it is our new mushroom recipe!

FAVORITE CREAMED MUSHROOMS

One pound medium size fresh mushrooms cleaned, or use one 6 ounce can caps or crowns. In large heavy skillet arrange mushrooms, cap side up, packing them close together but in one layer only. In each cap pour 2 drops Worcestershire sauce. Then fill each cap with cream. Place over high heat. In a moment the cream will separate. One part is like butter and the curdled part soon begins to brown. Turn mushrooms occasionally in this buttery brown-ness. Watch carefully as it scorches easily. Soon as brown-ness covers pan, remove from heat. Using spatula scrape all brown loose from pan. Push mushrooms gently to one side of pan. Now pour in enough light cream to just cover the mushrooms. Return to moderate heat and stir often as the crustiness cooks into the cream and the whole thing has the consistency of a delicately thickened sauce. Unusual and delicious.

HOW-TO-SAUTE MUSHROOMS FRESH OR CANNED

Heat a large surface heavy skillet or griddle. Add enough butter, or oil and butter together, to coat surface generously. Keep adding as needed. When very hot but not dark brown, arrange mushrooms, slices or whole, all over the surface. Test for heat. They should begin to sizzle immediately. Watch carefully. As soon as the edges begin to brown and the centers take on that clear quality, turn each one. If using canned mushrooms, be sure to drain well and pat dry with paper towels before placing on hot skillet.

HOW-TO-MARINATE MUSHROOMS

Try this for an emergency: Drain 1 eight ounce can button mushrooms. Pour over them to cover, 1 bottle Italian or French dressing (not the red kind). Let stand in refrigerator for at least half hour—longer is better of course; or you can make your own vinegar and oil French dressing. Drain and serve with picks for cocktails. Mighty good.

TO FREEZE MUSHROOMS FRESH AND SAUTEED

(1) Select top grade unopened fresh mushrooms. Place in rigid containers and seal tops. Freeze. Do not wash at all. Mushrooms kept this way are fine for a month or more, but are not recommended for longer period as they become rubbery after months. (2) Broil or saute large mushroom caps about half done. Cool on wire rack. Place cap side down in plastic rigid containers and seal tops on. Freeze. To use, simply thaw and finish broiling or sauteing at low heat. Pieces, slices and buttons may be prepared the same way and placed in laminated bags, doing enough for one recipe.

New Hints – Finds – Pick-ups About Mushrooms

To split pea soup add freshly sauteed mushrooms. Slice 'em thinly.. Nice with cream of tomato soup also and mighty pretty.

* * *

Cook shredded green beans as directed on the frozen package. Then drain and add 1 tablespoon lemon juice, 4 teaspoons butter and salt and pepper to taste. Cook few minutes only and add sauteed mushrooms, either fresh or canned, with just a mere dash of nutmeg. Green bean haters like these.

* * *

Here's our newest dip and dunk discovery and it is practically no-calories. Arrange sliced, quartered circles and whole fresh mushrooms around the edge of a big glass chop plate. Sprinkle with lemon juice and set a bowl of this new dip and dunk in the center—then eat all you want. Mushrooms have only 66 calories to each pound, you know.

To one eight ounce carton of cottage cheese add 4 tablespoons sour cream, 1 teaspoon lemon juice, a bit of crushed garlic or garlic salt, salt and pepper to taste with some fresh dill, if available. Beat in blender or mixer 'till perfectly smooth. Chill.

Equivalents Fresh and Canned Mushrooms

When a recipe calls for:

One pound Fresh Mushrooms You can use	{	1 quart whole raw Mushrooms 20 to 24 fresh Mushrooms or— One 6 or 8 oz. can Mushroom caps or crowns
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Mushrooms are really reasonable in price . . .

Serve some today . . .

Keep canned Mushrooms on your emergency shelf . . .

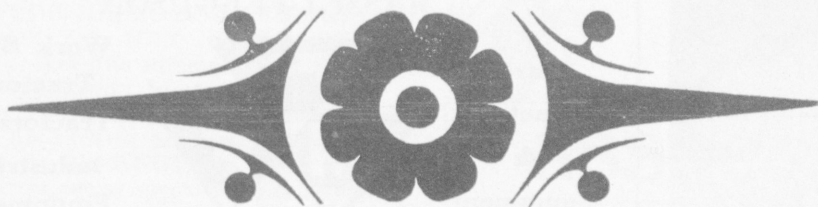
Buy them in small or large cans, whole caps, sliced, stems and pieces or buttons.

AMERICAN MUSHROOM INSTITUTE

Kennett Square

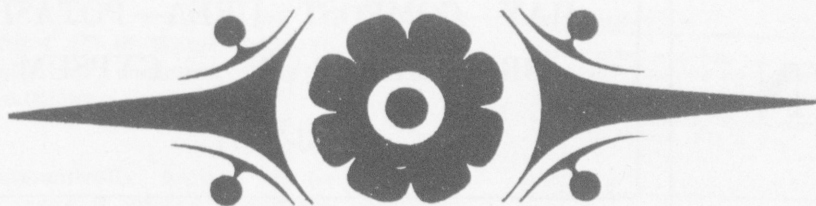
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**SOCIAL SECURITY OFFICE
CAUTIONS GROWERS
ON IMPROPER REPORTING**

Many employees in the Mushroom Industry in Chester County are not receiving social security credit for their earnings and are depriving themselves and their families of valuable financial protection under the Law because of improper reporting practices of their employers according to James Cassano, District Manager of the West Chester Social Security Office.

This situation is created when the employer fails to secure the employee's social security number or receives an incorrect number or name when he is hired.

Employees Lose Credit

Farm employees, including those in the mushroom growing industry, have been generally covered by social security since 1951 and have had their earnings credited to their social security accounts. However, many employees have also failed to receive credit because no social security number was shown on the tax return or the name of the employee on his social security number was incorrectly shown. "Unless the name and social security number are correctly shown on the tax return, the employee will not receive credit for his earnings," Cassano stated.

"Failure to include correct information on the return also results in unnecessary expenses in time and money spent by the employer and your Government in correspondence and time-consuming investigations."

A Few Suggestions

Employers can avoid these costly investigations by following a few simple suggestions:

1. ON THE DAY YOU HIRE AN EMPLOYEE, look at his social security card. Record the account number and name EXACTLY as shown on the card. Also get his home address.

(Continued on Page 11)

**CANADIANS PACKAGE
FROZEN MUSHROOMS**

A new sliced frozen mushroom product went on sale recently in Canadian supermarkets. A group of mushroom growers in Surrey, British Columbia, formed a limited company, when one grower after a number of years of experimenting found a solution to prevent mushrooms from turning black or breaking down. They have applied for Canadian and international patents.

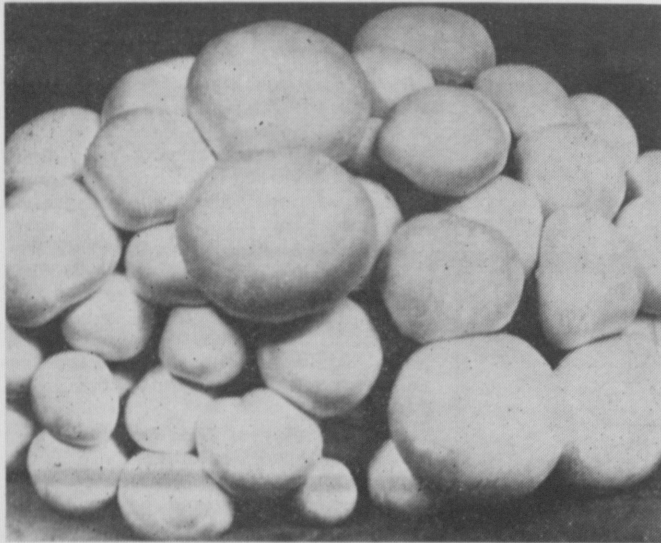
Their 4,000 square foot factory

building has three refrigeration units operated by compressors. There is a cooler for mushrooms arriving too late to be frozen. The quick-freeze tunnel at 20-below freezes the mushrooms in 11 minutes, which must be done within three hours after picking. A zero-degree holding vault contains frozen cartons for distribution.

On arrival at the plant, the mushrooms are dipped twice in the chemical formula prior to slicing. As whole mushrooms are too dense for the solution, the slicer had to be specially constructed. It is a wire cutter operated by electric motors. Housewives purchase an attractively designed 7-

ounce carton, mushrooms uniformly cut ready for cooking, priced 49c.

After slicing and two more dippings, the quarter-inch segments enter the blast freezer on a conveyor, and on emerging are weighed into the boxes that come off the box-forming machine. On a conveyor they are carried to the package-sealer, imported from England. Being airtight, the sealed boxes are not over-wrapped. The work in the main is done by a dozen women workers, and the compactness and speed of the steps ensures that mushrooms retain their freshness in flavor and appearance.



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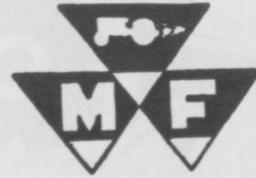
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(Continued from Page 9)

2. IF AN EMPLOYEE CANNOT SHOW YOU HIS SOCIAL SECURITY CARD ON THE DAY HE IS HIRED, THEN — Ask him to complete a Form SS-5 (Application for Social Security Number) for your records. If he says he lost his card or never received one tell him to file ANOTHER SS-5 with the nearest social security office. Keep the SS-5 for your records until he shows you his card; then return the SS-5 to him. If you do not have his account number when you report his wages, make a copy of the SS-5 for your records; then attach SS-5 to the tax form on which his wages are reported.

3. If an employee uses a name different from that on the card or changes his name after he is hired, tell him to file a Form OAA-7003 (Request for Change in Your Social Security Records) with the nearest social security office. A card showing the new name and same account number will be sent to the employee.

When In Doubt, Phone

Supplies of Form SS-5 and OAA-7003 may be obtained at the nearest social security office or post office. The social security office which services all of Chester County is located at High & Market Streets, West Chester. Office hours are from 9:00 a.m. to 5:00 p.m., Monday to Friday inclusive. Telephone: 696-2962. Free booklets and pamphlets are available.

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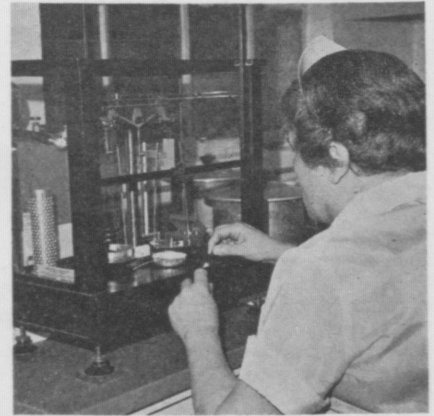
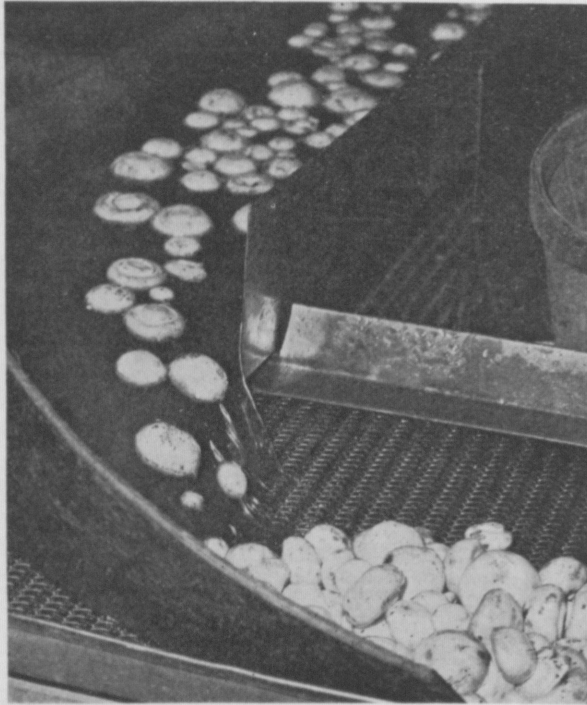
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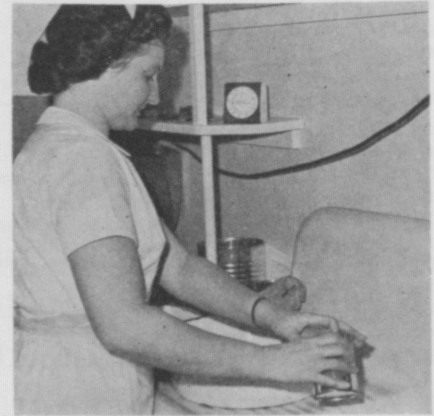
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Loretta Biello on very accurate weighing scale to determine % of shrinkage from freeze-dry process.

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KENNETT CANNERY . . . With an eye to the Future

BY DON GRAY

The growing of any particular crop is but the beginning of a long line of processes necessary to ready the product for market. Agriculture would be a stagnated field today if it were not for people willing and able to take the fresh, raw fruits of the grower and package them in varied ways to increase the consumer's demand for them.

OVER TWENTY LABELS

The mushroom canning industry is

but one example of this. The canners have at their disposal methods of processing the raw products so as to increase consumption and storage of an otherwise perishable product. One such cannery visited recently was that of The Kennett Canning Company. Not only do they package under their own *Fanfare Mushrooms* Label, but also under some twenty-odd other labels.

This is a concern which grew from a small cannery in 1953, growing

none of their own mushrooms, to a plant that today handles four million pounds of mushrooms a year and now grow mushrooms on one and a quarter million square feet per year. Dick, Ed, and Bill Worth along with Ed Sharpless were founders of this growing business.

THE EFFECT OF IMPORTS

Ed Sharpless is the man who, today, runs the bulk of the work. Newly appointed president of the Penna. Canners Association and a board member of the National Canners Association, he can be found in the middle of the beehive of office partitions, the loud hum of a growing business going on in every corner.

The cannery itself is not unlike others set up for the processing of mushrooms. There are still the hand operations that someday will be taken over by a machine and other machines that must, as time goes on, be improved.

This theory was expounded upon by Mr. Sharpless during a discussion of the import situation in this



Angie Esposito inspecting workers.



2 inspection lines.

A. Esposito and Art Pratt talk over day's schedule.

country. He said something which has, for some reason, only recently become a truism; that now, at long last, we must finally face something that will make us modernize, find new methods for saving time and money so that we can better face the stiffening competition which has only begun.

"This particular field", he went on to say, "has, for too long, been too safe from outside intervention, and now we are faced with it. Methods should have been bettered long ago but this is what happens when there is no competition. The drive is not there."

NEW MACHINES NEEDED

Eventually someone will better the machinery for the cannery but until then the Kennett Canning Company is turning its efforts to a variety of new packages. They are trying to phase out, at least partially, the heavy reliance on tin cans, thinking they have served their prime usefulness, and get on with more modern packages, such as a frozen pack.

Work will begin on this in the near future.

While this is being experimented with, the company is producing bulk packages of dry-frozen mushrooms. The prime draw-back of this method is cost, and the cost is high because, among other things, of the time involved—at least 8 hours—to get the finished product. The going price is around \$9.00 per pound of the dry-freeze variety. It takes about 13 pounds of fresh mushrooms to get one pound out of the dry-freeze process, but even so, the cost is still high.

The big advantage of this process is that the storing time is extended almost indefinitely. Kennett Canning packs the mushrooms run through this process in bulk for sale to other food processors. Mushrooms in this state are used in dry soup mixes, gravies, etc. While all of this goes on, there is yet another new pack, pickled mushrooms, the company hopes to come out with in the future.

HAIRNETS AND TOMORROW

Meanwhile the cannery operates at

nearly full swing. Under the able guidance of Art Pratt, the general manager, and Angie Esposito who is supervisor of women in the cannery, the packing of cans and glass goes on. Talking about the problems she encounters with her workers, Angie commented that she has to be a "Dear Abbey" and disciplinarian all in one. This she does with a calm air as she keeps her eye peeled for dirty hands, no hairnets etc. She insists on cleanliness and neatness at all times.

Surely this is one canning company that is beginning to do something to meet the growing competition. Not only are they doing this with newer, more modern packages, but, as time goes on, with better efficiency from the machines that will have to be improved to increase the output. The markets are there for the taking, no question about it. All that is needed are more people with an eye to the future to explore them and increased productivity both in growing and packaging.

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