

Consumers Like New Milk-Egg Beverage

By J. W. Stull, R. R. Taylor, B. L. Reid and F. D. Rollins

During winter holiday seasons, milk beverages formulated with eggs have high consumer appeal. These beverages are known as eggnog and are characteristically flavored with spices, rum, etc. Current dietary interest in high protein foods suggests that a more universal acceptance of this distinctive beverage combination could be developed. Flavoring ingredients other than those used in the seasonal application would have wider acceptability.

From a nutritional standpoint, a beverage of this type would be an important item for persons of all ages. For example, many times the diet of young children, teen-agers and others is notably lacking in milk and egg products. Providing unique, appealing forms or combinations of these products would significantly improve their nutritional status.

The Departments of Dairy and Poultry Science have developed a beverage of this type which has some highly appealing characteristics. It is formulated by mixing together whole milk, cream, non-fat dry milk, eggs, sugar and flavoring. The beverage is pasteurized, homogenized, cooled and packaged using conventional processing methods. It has composition and nutritive characteristics as shown in Table 1.

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The Public Likes It

At a recent University of Arizona Open House function, samples of a chocolate flavored beverage were provided for people who visited the Agriculture Building. Nearly 1,000 men, women and children sampled the product. They were invited to fill out a short preference questionnaire after testing the beverage. Of those who filled out the questionnaire, the results showed high acceptability (Table 2). An 8-ounce serving of this beverage could be used as a virtually complete breakfast, a nutritious snack or lunch or a wholesome refreshment beverage.

Table 1. Composition and nutritive characteristics:

Fat (%)	6.0
Protein (%)	8.0
Carbohydrate (%)	11.4
8 oz. serving provides:	
300 calories	
18 gm. protein (25% recommended daily dietary allowance)	

Table 2. Results of preference questionnaire:

1. Would you buy this beverage if it were available regularly?	
Yes	93%
No	7%
2. Do you consider this beverage to be:	
Excellent	69%
Good	30%
Poor	1%

OUR MYSTERY PICTURE



This trio should be easy to identify, for those who attend field days at the Mesa Branch Experiment Station.

The man in the center was identified with the Mesa Station for years, from the time when he helped harness the mules and harrowed out an infestation of johnson grass.

The attractive young ladies, understandably of another generation, are identified with the Mesa Station today. You'll find identifications on Page 23.

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in the southwestern United States. The first five varieties to be grown commercially — Yuma, Old Pima, SxP, Amsak and Pima 32 — were very similar in many respects. All were high fruiting at low altitudes, and the differences among the varieties in fruiting height, maturity and yield were small regardless of the location in which they were grown. They differed little, if any, in their reaction to night temperatures.

Varietal Adaptability

Pima S-1, however, sets fruit lower on the plant than the previous commercial Pima varieties; and Pima S-2

sets fruit lower than S-1. The lower fruit set of Pima S-2 is more pronounced at the lower than at the higher altitudes, thus the yield advantage of Pima S-2 over Pima S-1 is greater at the low altitudes.

The experimental strains being evaluated in the regional Pima Strain Tests show a continuation of this trend toward cottons with specific adaptability. At low altitude, certain strains with tolerance to high night temperatures begin to fruit early and continue to do so throughout the season, thus producing high yields. At high altitude, the very lowest fruiting strains are not usually the most pro-

ductive, and the bottom crop is too low for efficient machine harvesting. Strains with intermediate fruiting heights are usually most desirable in terms of plant type, maturity and yield at the higher altitudes.

These results indicate the desirability of growing more than one commercial variety — one variety primarily for low altitude and another for high altitude. Either variety might be grown at the intermediate altitudes. The choice should depend upon growing conditions on the individual farm.