

## SUCCESSFUL DATE PACKING

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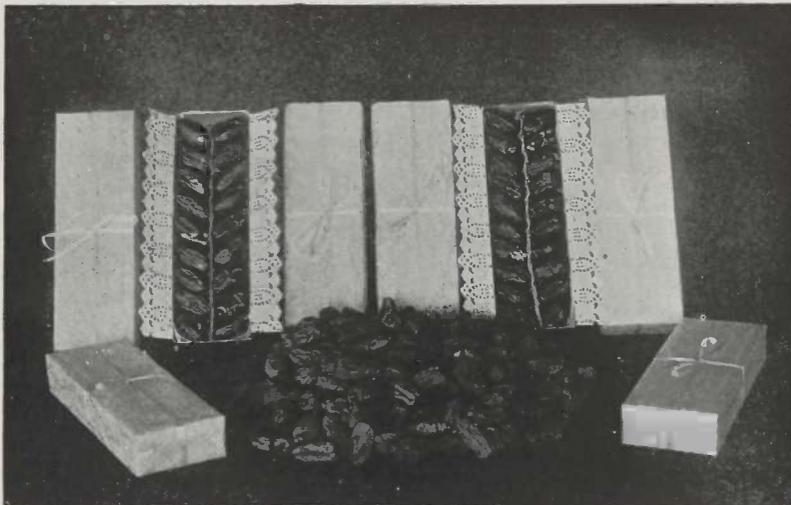
Methods Used In Packing And Marketing Dates; Trade Name Great Asset In Industry; Quality Necessary To Establish Good Market

**A**LTHOUGH the date palm has been grown and utilized by man from prehistoric times, the date industry is relatively new in this country. The total number of date palms under cultivation in the world has been estimated at about 87,000,000, of which only about .3 of 1 per cent are grown in America. California and Arizona are the major producing states at present, and there is a small possibility of growing dates commercially in Texas and Nevada. Accurate statistics concerning the production of dates are difficult to obtain due to the youth of the industry and lack of complete organization.

The records of the Deglet Noor Date Growers Association of Indio, California are available and are carefully kept, and will give an idea of the growth of the industry as this association is the largest concern of packers and shippers of home grown dates in America. Their methods will be described in this article since they are the only organization of their kind, being a true growers co-operation.

Each grower is supplied with packing lugs, and he picks and delivers his own fruit to the packing house. A ticket bearing the grower's name is placed in each box as the dates are weighed at the receiving room, and it remains there while the dates are fumigated. Fumigation consists essentially of evacuating the air from a large chamber in which dates have been previously placed, and introducing carbon bisulphide. Each lot of fruit is then put through the cleaning and grading machines separately. The dates are divided into three grades and the weights of each grade credited to the grower. The weight figures form the basis for the division of the returns at the end of the season. The identity of the fruit is lost after grading.

Dates having too high a moisture content for a permanent pack are partially dehydrated. Only a small portion of the crop is so treated, as Deglet Noors are not usually overly soft. Another portion of the crop which has been picked a little green is ripened artificially under specific



Deglet Noor Dates

conditions of temperature and humidity. A large amount of the fruit is just right for packing and goes directly to the packing department. One of the chief problems is to take care of the fruit that is too dry and hard to present a pleasing appearance; though high in sugar content and of good flavor, it can not be disposed of through the regular channels. At first dates were sold as stock feed for a few cents a pound, but now they are seeded by machines, ground and packed in waxed cartons or in five-pound tins. Dates in this form are sold to hotels and the like and are used in the making of candies, puddings, or salads.

Under the "Desert Gold" brand are packed the extra fancy dates in highly decorated tin boxes such as are used in packing the best grades of candy. This pack is practical only for the firmer dates as the very soft and juicy dates will ferment if confined too closely. The "Desert Gold" brand represents the finest dates handled by the association and is in best demand at the holiday season for gift purposes.

The "Desert Sweets" brand, made up of dates that are a little too soft for a permanent pack, consist of a ten-ounce carton with a cellophane top. This brand is sold principally at service stations and small shops. The fact that the product can be seen and at the same time be kept

from dust and insects appeals strongly to the public.

The "Golden Valley" brand, however, has always been the most popular, as it sells at a lower price and it is more practical for family use. The dates are not quite so attractive in appearance as the other grades, but the food value is practically the same, the sugar content high, and the flavor good. Four sizes: 12-ounce, three-pound, and ten-pound, are packed to meet the public's demand.

The majority of the crop formerly moved directly from the packing house to the consumer, but with the growth of the industry, cold storage is now used to take care of the large production. A cold storage plant extends the packing and marketing period into the spring months when there is no fresh fruit coming in. Cold storage preserves the fresh flavor that is so much desired, whereas processing to prolong the keeping quality is very likely to destroy the flavor and lower the quality of the fruit.

The possibilities of overproduction are remote due to the fact that the expense of bringing a date garden into production is great enough to discourage promoters and men with limited capital, and to the fact that there is a comparatively small area suitable for date culture where soil and water conditions are favorable. The production is not likely to overreach the ever-growing demand. Dates

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**IMPROVING DAIRY HERDS**

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the herd. If he is from a good family of high producing cows and shows individuality himself it is fairly certain that he is going to be an asset to the herd. Good pure-bred bulls raise the production of the daughters over their dams, as can be shown by the production records.

Too often the bull is bought and used for the mere fact that he is a purebred. He may be faulty in conformation and he may come from a line of purebred cattle that are not a high producing strain. There are many of these bulls that are in reality nothing but purebred scrubs. This type of sire is a knock to the dairy industry. He is not only doing a great deal of damage to the herd in which he is used, but he is perhaps sending to the butcher a good bull that is worthy of being a herd sire.

The herd bull should be well taken care of in all ways possible. He should not be let to run with the herd if definite breeding dates are to be kept. It is always more satisfactory if the dairyman knows the breeding dates as he can then turn dry his cows in time to give them a sufficient rest before calving. It is not always advisable to keep the bull in such a small pen where he can not exercise himself, for exercise is necessary and the dairyman does not exercise him as often as he needs it. He should be fed enough to keep him in good condition but not fat, and green feed and hay occasionally are good for the bull. A clean, thrifty condition of the herd sire is desirable.

An example of good breeding and feeding of home grown grains to an advantage is shown by the records of Noble's Golden Bessy, a purebred Jersey in the herd of Chesney Farm, Glendale, Arizona. In her first lactation period of three hundred and sixty-five days "Betsy" made 10,508 pounds of milk and 543 pounds of butterfat, and in her second lactation she produced 12,144 pounds of milk and 625 pounds of butterfat. This gives her 22,652 pounds of milk and 1,168 pounds of butterfat for her first two lactations of 365 days each. She holds the Arizona State Records of the Jersey breed for milk and butterfat production in the 365 day division, Junior Two Year Old and Junior Three Year Old. She was also the high cow of the Maricopa County Cow Testing Association for the year 1926-1927. This cow has been han-

dled under ordinary conditions with no special attention.

Business methods in dairying are rewarded as in everything else and the man that uses the records to know his herd, feeds his cows properly, and keeps a good herd sire is the man that is building a dairy herd worth while.

**NEBRASKA COW PRODUCES  
1,375 POUNDS BUTTER YEARLY**

Beauty Girl Gerben Re-Becky, a Holstein-Friesian cow owned by the University of Nebraska, North Platte, Nebraska, has for the third time produced more than 1,000 pounds of butterfat in 365 days. This most remarkable cow last freshened at the age of eight years eleven months eighteen days and thus finishing her record at almost ten years of age. She is credited as having produced 30,137.5 pounds of milk containing 1,104.54 pounds of fat, equivalent to 1,375.6 pounds of butter. She thus attains the great honor of being the second Holstein-Friesian cow in the world to produce 1,000 pounds of butterfat in three successful lactations, her average for the three periods being 30,354 pounds of milk and 1,072.13 pounds of butterfat.

The sire of this splendid animal is King Piebe Pontiac Segis 17403 and the dam is Gerben Re-Becky Segis 352807.

Her largest fat production in short time tests is 31.795 pounds of fat from 714 pounds of milk in seven days and 117.408 pounds of fat from 3,132.8 pounds of milk in 30 days. Her best long time record is 1,106.62 pounds of fat from 32,173.8 pounds of milk.

**FEEDING VALUE OF ALFALFA**

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The crude protein contained in Sample No. 1 exceeds that in Sample No. 2 by 56 percent which gives the higher quality hay a value of \$21.85 per ton on the crude protein basis. The digestible crude protein in Sample No. 1 exceeds that in Sample No. 2 by 72 percent which gives it a value of \$24.08 per ton on that basis. Thus it will be seen that with these two samples of hay, assuming a fixed price of \$14.00 per ton for the poorer of the two and using the differences in leaves, crude protein and digestible crude protein only, there is a difference of approximately \$2.00 per ton between the leaf and crude protein bases.

The objection that none of these

factors can be used accurately in determining the selling price of alfalfa because of the difficulty of determination is a proper one. At the same time, it is well to recall that alfalfa meal is customarily sold on a protein basis at the present time and that it is usually held to fairly accurately describe the quality of the product. For years, the protein content has been an important factor in determining the price of the bread wheats in many markets. Although the actual protein content of hay probably cannot be used, its relation to the leaf content and other factors determining the quality of the product should be well understood.

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of quality are taking an increasingly large part in the menu of the household, as dates are becoming better known.

The following table showing the annual production over an eight year period gives an idea of the growth of the industry.

Total Receipts	
Year	Pounds
1920.....	3,500
1921.....	35,240
1922.....	85,874
1923.....	159,192
1924.....	196,389
1925.....	211,985
1926.....	454,000
1927.....	626,000

The growth and success of this organization is due primarily to the fact that it is a cooperative organization. The growers by their organization, have established a trade name, which is a great asset. By giving only fruit of quality to the public they have established a market for their produce.

**RIPENING FRUIT WITH  
ETHYLENE**

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uses for it will be found in the next few years. It may make possible the shipment of large quantities of tropical fruits every year, thereby opening up a practically new field. Predictions as to its future use are at present nearly all speculation. From recent indications, however, it is likely that the use of the gas at the present time is not a "drop in the bucket" to what it will be in the future.

If sheets are alternated each time after they are laundered, paying no attention to top and bottom, they will wear longer and the strain will be distributed.