MY EXPERIENCE IN PASTEURIZING WHEY

Letter by Carl Frehner, South Wayne, Wisconsin

Mr. President: I will speak of Limburger cheese whey.

Before the new law went into effect, I was strongly against it, but after seven months experience with it, I think differently and am in favor of it for three reasons.

First, you will have better cheese and very little trouble with pin hole cheese. During my twenty-eight years experience in cheese making, I have never seen the time when every farmer washes the milk cans really well, especially, in summer time when they milk late in the evening and the farmer's wife has no warm water ready.

Second, the pasteurized whey is better for the hogs. It has a sweet taste and is not the green, sour, watery whey which they would have without pasteurizing.

Third, it is easier for the cheese maker to wash the whey tank. It takes less labor and time.

The expense for pasteurizing whey during seven months, with 7,000 pounds of milk, at the highest was only $40 or $50 for coal.

For all of these reasons I think pasteurizing whey is a good thing for the cheese maker. I would like to hear somebody else talk about this.

SHOULD THE WHEY BUTTER BRAND LAW BE REPEALED?

By R. C. Hastings, Marshfield.

The history of whey butter while one covering only a short period is one of considerable importance to the cheese factories, and the butter and ice cream manufacturer of the State. It is only a few years since the necessity for saving the butter fat lost in the process of the manufacture of cheese was fully realized, and even now there are many cheese factories that are not yet skimming their whey which should be. At the beginning the creamerymen looked with horror upon the thought of making good butter from such cream, as a general rule such butter was of inferior quality, having a cheesy flavor, and soon became rancid. Then came the competition between the creamery and the cheese factory, the cheese factory that skimmed its whey, and had any kind of a market for its cream, was able to pay more per hundred for the milk than was the creamery. This naturally lost the creamery some of its patrons, and of course
the butter makers could see no good in this new means of revenue, and at a meeting of the Wisconsin butter makers, at Eau Claire, in 1915, I believe passed a resolution advocating that all butter manufactured from whey cream, or butter which contained butter fat from whey cream should be branded "Whey Butter".

I myself was at that meeting, and at that time felt a good deal as the rest, that such butter was, and never would be of a quality that could be put out to the trade, and give satisfaction, for we had trouble along this line. Later when the competition became so strong that it was a case of either buying whey cream, or going out of the creamery business we began buying it, and found after a short time that by a little different method of handling that extras could be made from it, and today I am convinced that just as good butter can be, and is being made from whey cream as from either whole milk, or hand separator cream.

For a few years business prospered, the trade was perfectly satisfied. Then the branding law was passed, and placed upon our statute books, we at once got busy, and began branding.

Realizing that this brand would cause the customer to ask the grocer what was the reason he was handling "whey butter" instead of the good creamery butter, we wrote letters to all our grocery trade setting forth the facts, telling him that under the new law we would now be compelled to brand our butter, but that such butter was in no way different from that which he had been purchasing from us for a long time, that it was made of pure butter fat, only the fat was skimmed from the whey after the cheese portion of the milk had been removed in the process of making cheese. Then our trouble began, the retailer said his customers would ask for unbranded butter, they did not like the butter he was handling, and insisted that he sell them the same butter they used to get. Many would call us by phone, and ask us what we were putting in our butter, it was not as good as it used to be. No amount of explanation would convince them. The results of this was that we lost the greater part of our butter trade, that had taken us a number of years to build up. Then came the selling of "Whey Butter" on the open market, any one that has tried this knows the results even with the unbranded goods, well with the branded it was much worse. The "dirty name whey" works upon the mind, and leaves a nasty taste in the mouth of the one scoring such butter, for as soon as he sees this brand, he like the consumer begins to have visions of the old whey tank along side of the road, that can be smelled for a half mile before reaching the factory, and the same after passing it.

Of course this is being done away to a great extent, still the memory lasts, and I tell you Gentlemen it will cost the creamerymen of the State, some money before we can educate the public, or cultivate their minds to realize that whey cream is just as pure when properly handled, as cream produced from whole milk. The milk from which such cream is produced is taken to the cheese factory in good condi-
tion, if it were not good cheese could not be made from it. In the course of a few short hours the cheese part of the milk together with most of the butter fat has been removed, the whey is then skimmed by a separator, the same as whole milk is skimmed, cooled, and taken to the factory. It of course is not always taken every day, neither is hand separator cream delivered every day, but more often by the cheese maker than by the farmer, then too the average cheese maker has been taught the care of milk and cream either at the Dairy School, or at the factory where he has learned his trade, and better understands the handling of milk products than does the average farmer, consequently we are today receiving cream in better condition from the cheese factories than we are from the farmer, another reason is whey cream remains sweet longer because of the high per cent of butter fat, and low per cent of casein.

This being the case it is natural to suppose that better butter can be made. We have been told that if such is the case it wont be long before the trade will be asking for "whey butter" if its just as good, but many of us will have died, and gone to the great beyond, I am afraid before this is realized, all because of the brand. Now it seems to me in as much as there is no difference in the contents of butter made from whey cream, and cream from whole milk, there is no cause for such butter being branded. But we are told the people are entitled to know what they are eating, that all products must be labeled, sure we agree with them, but if we brand this butter "whey butter" are we not misbranding? If whey entered into the composition of such butter there might be a cause, on the other hand we are now endeavoring to make the consumer believe that he is getting something he is not. I understand that ice cream is being made from whey cream, that it too must be branded, why should it be? Is it just to the producer and manufacturer of these two products to have this stamp which suggests an inferior product placed on their goods, while there is no bar to the makers across the State lines of Ill., Iowa, and Minn., of buying the cream from our cheese factories, making butter and ice cream, and shipping it back into this State in competition with our goods which must be branded. This Association has gone down on record as opposed to this law known as Section 4607d—3, so has the Central Wisconsin Cheese makers', Butter makers', & Dairymen's association, perhaps other organizations of which I am not aware, and I believe that the State Butter makers will also see its error, and have a new resolution this winter.

I am not blaming the Dairy, and Food Commission, for the stand they take upon this subject, for they as officers of the State of Wis., are sworn to enforce laws, and are doing a wonderful work, but this law in my judgment is wrong, lets see to it that its repealed, let butter made from such cream be sold on its merits. If some sections of the country are not making good butter from it, its because they don't handle it as it should be handled, and the factories that do
should not be made to suffer for the poor work of others, rather let them come up to the standard.

Changes have taken place in the dairy world before, only a few years ago the hand separator revolutionized the creamery business. The quality of butter was soon on the down grade, not the fault of the hand separator, but rather its abuse. Now the cry has been made that whey cream has lowered our standard, but its not the fault of whey cream, if anything the value of such butter from a food standpoint is higher, the per cent of butter fat is higher because of the lack of casein in such butter. We have on our Statute books too many laws that cannot be enforced, and this is one of them.

I have a letter from the U. S. Dairy Research Laboratory, in which it is stated no way has yet been devised to detect by analysis whey butter. I have taken the matter up elsewhere, always with the same reply, without a method by which it can be detected, you know the utter impossibility of its being enforced. If it cannot be detected then there surely can be no reason for the law.

Let us see to it that our representatives at Madison, repeal this law from our Statute books, and let justice not prejudice rule.

GOOD WORKMANSHIP HELPS TO SELL CHEESE

By Wm. Hubert, Sheboygan, Wis.

The subject assigned to me by your Secretary is; "Good workmanship helps to sell cheese and what a dealer thinks of the maker sending in crooked and dirty cheese showing poor workmanship."

What the dealer thinks would not look well in print as nothing is so aggravating to a dealer as to be obliged to ship out cheese that are a disgrace to Wisconsin, and the maker is less liable to have trouble with cheese which show good workmanship and a trifle inferior in quality than cheese showing good quality and poor workmanship.

I do not want you to think that we want good appearance and poor quality, not much, we want both appearance and quality. One of the reasons that we are having more trouble with the appearance of cheese now than formerly is the automobile. Some of the makers get the cheese to the press about noon and then go auto riding and leave the helper to dress and finish the cheese.

Another reason is the high prices of the bandages and circles. By using a cheaper grade of bandage the ends of the bandage are apt to tear and as a result the sides of the cheese will burst open, in not using circles nearly every lot of cheese that comes to the dealer without circles has checked rinds which causes mold to get in and the cheese becomes worthless. This is especially true in winter when your press room and press cloths are cold.