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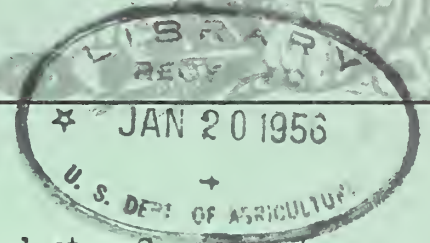
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CANNED SWEET CORN and CANNED SNAP BEANS

MARCH
17-26

Special Plentiful Foods Program



MARCH 17-26 is the date that's been set for an industry-Government drive to get abundant supplies of canned sweet corn and canned snap beans to consumers, through normal channels of trade. Supplies of canned sweet corn and canned snap beans (both green and wax varieties) will be especially plentiful during the March 17-26 period.

The effort to move these canned foods through vigorous merchandising and promotion has the support of processor and other food trade groups, trade associations, and the U. S. Department of Agriculture. The drive covers a two week-end period, and will emphasize the abundance, attractive consumer prices, and many possibilities for serving the two foods on daily menus. Incidentally, National Canned Corn Week is scheduled for March 21-26.

As an aid to this Special Plentiful Foods Program, the Department has compiled these information materials to present the facts of the situation, in handy form, to all those who write copy for consumers.

SUPPLY SITUATION: Marketing specialists of the Department say the supply situation for both products has to take into account two factors: How much was packed during the year, and how much of the previous season's supply was still on hand as the marketing year started. They give this breakdown for the two commodities:

Canned Sweet Corn: We are now being supplied by the 1954 pack of canned sweet corn. It amounted to 30,619,000 cases (based on cases of 24 of the "No. 2" size cans). And, as the marketing year began on August 1, 1954, a carryover of 7,927,000 cases was on hand from the previous year. That adds up to a total supply of 38,546,000 cases for the 1954-55 marketing season -- the heaviest supply in five years.

However, canned corn has been selling well because of attractive consumer prices. Prices at the packer level have been low, and they are expected to remain low for the rest of the season. Quality is particularly high because of last year's good "growing weather." So, there's every opportunity, this year, to use more canned corn than usual.

AN INDUSTRY — GOVERNMENT CAMPAIGN

Canned Snap Beans: The 1954 pack of canned snap beans reached a record level -- the total (for both the green and wax varieties) was 27,069,000 cases, again based on cases of 24 of the "No. 2" size cans. The 1953 pack was only 22.6 million cases. At July 1, 1954, the carryover from the previous year was 4,632,000 cases. The carryover, plus the new pack, combine to make a record-breaking total supply of 31,701,000 cases for the 1954-55 marketing season. But again, current consumer prices for canned snap beans make them a good buy, and there's every incentive to use more of them than usual this year.

THE FARMER'S INTEREST: What's the farmer's stake in a Plentiful Foods Program on canned goods? That's easily answered: The farmer who grows a crop for processing, as well as the processor, can be hurt by burdensome stocks carried over at the end of a marketing season. Any merchandising program that increases sales of an abundant processed product lessens the chances for a burdensome carryover -- and growers can be assured of better markets during the coming season than could otherwise be expected. Thus, the success of this campaign in helping to move supplies through regular marketing channels will have an important bearing on how producers of corn and snap beans for processing fare in 1955.

BUYING TIPS: The current consumer preference tends toward smaller sizes, so most of the canned vegetables you'll find at the grocery these days comes in can sizes "No. 303" and "8 Z Tall" -- although you'll still see some size "No. 2" and "No. 1" cans. You can tell what size container you're buying by checking the "net contents" figure on the label -- it's always listed by ounces. The following chart shows how many ounces go into the popular-size cans, and about how many cups and servings you can expect from these cans.

| <u>Can Size</u> | <u>Net Weight</u> | <u>Cups</u> | <u>Servings</u> |
|-----------------|-------------------|---------------------|-----------------|
| No. 8 Z Tall | 8-1/2 oz. | 1 cup | 2 |
| No. 1 | 10-1/2 oz. | 1-1/3 cups | 3 |
| No. 303 | 16 oz. | 2 cups | 4 |
| No. 2 | 20 oz. | 2-1/4 to 2-1/2 cups | 5 |

Whole-kernel corn also comes in a 12-ounce, vacuum-packed can called "No. 2 Vacuum." You can get about 4 servings, or 1-1/2 to 1-3/4 cups from this container.

CANNED SNAP BEANS

FOR GOOD EATING: Quick and easy seasonings are keys to good eating with canned snap beans. Go easy with seasonings, lest you overshadow the delicate vegetable flavor, advise food specialists of the Department. Try varied seasonings, familiar or new to your table. For instance: Cook briefly a tablespoon or two of minced onion, green pepper, or parsley in a little butter or margarine, then add the canned beans and heat them. Point up flavor by heating beans with bacon or ham drippings -- perhaps with some chopped bacon or ham added, or salad oil with lemon juice, horseradish, or garlic added to the oil. For a snappy touch, try a pinch of mustard, or celery seed or celery salt, or dill seed. Or, add slivers of almond for crispness.

Liquid from canned snap beans holds some mineral value and can be used to advantage. One good way is to drain it off into a saucepan, add chopped onion or celery, and cook down rapidly to about half the original measure. Then add drippings or butter or margarine and a little lemon juice, salt, pepper, and any other seasoning, as you wish. Finally add the beans from the can, heat all together and serve.

Sauce can be varied many ways. Some like a plain white sauce, but sauces may also feature mushroom flavor, tomato, cheese, or hardcooked chopped eggs. Especially good with canned snap beans is mustard sauce, made by adding 2 teaspoons of prepared mustard to 1 cup of prepared medium or thin white sauce. Another flavorful sauce can be made by preparing white sauce with half milk and half chicken broth as the liquid. Or, serve canned beans in chili sauce like this: Cook a finely chopped onion with drippings or other fat until the onion is yellow and tender. Add chili sauce, then beans, and heat together. If you like sweet-sour trimmings, heat together a little vinegar and sugar, with or without a few tablespoons of cream, and pour over the heated beans.

Canned snap beans with other vegetables make good teams to serve hot. Combine them with tomatoes, carrots, cauliflower, lima beans, corn, potatoes, onions, or celery. Heat two or more kinds with the beans and serve seasoned with meat drippings or butter or margarine and salt and pepper. Or serve with a tomato, cheese, or white sauce.

Chilled beans in salads suit many combinations. Try them with one or more of these, or adventure with other blends: Diced celery, cooked diced carrots or grated raw carrots, diced cooked beets or potatoes, minced onion, chopped pepper, cucumbers, leftover ham, hardcooked sliced eggs, cubed or grated cheese, crisp bacon bits, or pickle. Serve with mayonnaise, cooked dressing, or French dressing. Have all ingredients well chilled, and add any raw vegetables just before serving to hold their crispness.

Canned snap beans may be added to almost any soup or chowder mixture. In vegetable soups, add the beans and liquid toward the end of cooking time, just long enough to heat and blend flavors. In chowders, the bean liquid may be used for part of the milk.

Colorful Spanish snap beans are an especially good vegetable combination. Ingredients for 4 servings are: 1 tablespoon fat; 1 tablespoon chopped onion; 1/3 cup chopped green pepper; 1 cup cooked or canned tomatoes; 1-1/2 cups canned snap beans; salt and pepper; toasted bread cubes. To make: Heat the fat and brown the onion and green pepper in it. Add tomatoes and cook slowly about 15 minutes. Add canned snap beans and season to taste with salt and pepper. Heat thoroughly and serve topped with bread cubes.

Scalloped beans and broccoli make a flavorful team to serve oven-hot. Ingredients for 4 servings: 1 cup drained canned snap beans; 1 cup cooked, cut-up broccoli; 1 to 1-1/2 cups medium white sauce (made with 1 cup milk or vegetable liquid and milk; 2 tablespoons butter or margarine; 2 tablespoons flour); salt to taste; pinch of dry herbs; 1/4 cup fine dry bread or cracker crumbs; 1 tablespoon butter or margarine or meat drippings.

To make: Combine vegetables, sauce, and seasonings in a greased baking dish. Mix crumbs with the butter or margarine and sprinkle over the vegetable mixture. Bake at 350°F. (moderate oven) until the sauce is bubbling and the topping slightly browned -- 20 to 30 minutes.

CANNED SWEET CORN

FOR GOOD EATING: Time-saving, thrifty, and rich in flavor, canned corn stands ready for all sorts of menu uses -- in soups, fritters, puddings, cold vegetable salads, and vegetable combination dishes. In many of these, it's a matter of preference whether you choose cream-style corn (tops of kernels) or whole-kernel style.

Corn chowder is an old-fashioned, hearty soup that's almost a meal in itself, and may be part of the main course for a lunch or supper. Ingredients for 4 servings: 1 cup diced potatoes; 1 cup boiling water; 3 slices bacon; 1 medium-sized onion; 1-1/2 cups of canned corn; 1 cup milk; salt and pepper to taste; 2 tablespoons chopped parsley.

To make: Cook the potatoes in the water in a covered pan, 10 to 15 minutes. Meanwhile, fry the bacon until some fat cooks out. Chop the onion and add to the bacon and cook until onion is soft and bacon lightly browned. Chop the bacon and add it with the onion, bacon fat, and canned corn to the potatoes. Cook slowly about 10 minutes. Add milk, salt and pepper. Heat just to boiling and sprinkle with parsley. If you like thickened chowder, blend 1 tablespoon flour with a little milk and stir it in when adding the corn. Stir occasionally during the cooking.

Fried corn rates a star in the recipe file because it's good any time and a food to think of especially when picnic season comes around. The green pepper and onion can be carried to the picnic, chopped and ready to use. Ingredients for 4 generous servings: 2 tablespoons butter or margarine; 1/2 cup chopped onion; 1/2 cup chopped green pepper; 2-1/2 cups whole-kernel canned corn, drained; 1/2 teaspoon salt; pepper; 1/4 cup milk or cream.

To make: Melt the butter or margarine in a fry pan. Add the other ingredients except milk or cream and cook until the vegetables are somewhat dry and lightly browned. Add the milk or cream, and heat all thoroughly together.

Corn, tomato, and cheese on toast -- meatless, but protein-rich -- may be featured at luncheon or supper. Ingredients for 6 servings: 3 tablespoons flour; 3 tablespoons melted butter or margarine; 1 onion, sliced; 2 cups canned corn; 2 cups canned tomatoes; 2 teaspoons salt; 1/4 pound sharp cheese cut thin.

To make: Brown flour in a heavy fry pan. Remove flour from pan and blend with 2 tablespoons of the butter or margarine. Brown the onion in the remaining butter or margarine. Add other ingredients, except cheese, and cook about 10 minutes. Add the cheese and stir until melted. Pour over thin, crisp toast, and garnish, if desired, with slices of hardcooked egg.

Corn pudding is a vegetable treat, prepared a little differently, according to whether you start with whole-kernel corn or cream-style. Ingredients for 4 servings: 1-1/3 cups drained whole-kernel corn; 2 eggs beaten; 1 tablespoon melted butter or margarine; 1-1/3 cups milk; 1/4 teaspoon salt; pepper. If using cream-style canned corn, use 1-1/2 cups corn and reduce milk to 1/3 cup.

To make: Mix corn, eggs, butter or margarine, and milk. Season with salt and pepper. Pour into a greased baking dish and set in a pan of hot water. Bake at 350°F. (moderate oven) until set -- 50 to 60 minutes.

