

PIEDMONT MARKETS SPECIAL PAGE

STANDARDS OF MEAT RAISED BY NEW LAW

Heads of State and U. S. Bureau See California In Front Rank

By CLIF BROOKS (General Counsel, Food Research Council)

Although food inspection generally is rather new, and milk inspection has received most of the publicity, meat inspection has made surprising progress. The greatest advance of all is one which is taking place right now as a result of very forward looking legislation which is now taking effect. This is the result of fine work done by the 1931 session of the California legislature.

The three great cities of California have pioneered the meat inspection for the state. For more than a decade the city inspection was the only inspection. When one was outside these three cities he had no knowledge of the quality of the meat unless he did his own inspecting! Ten years ago the 1921 session set up a system of state inspection which operated outside of the three larger cities. This system, however, was on a voluntary basis and much uninspected meat found its way to markets outside the three larger cities.

NEW BILL APPEARS

The Food Research Council was organized by the late Dr. William C. Hassler until recently the health officer of San Francisco. In the fall of 1929 a earnest group of meat packers and health officers representing the whole of the San Francisco bay area met in response to a call from Dr. Hassler and after several meetings agreed upon a bill to be presented to the 1929 session of the legislature. Although this bill did not become a law, the result was so forcibly presented to the attention of the members of the legislature that it was distinctly set down as a problem to be solved.

Accordingly when the 1931 session met a new bill appeared which represented the experience of 1929 session as well as the original desires. The result was a very much improved proposal. For the first time in the history of meat legislation all the health officers, all the officials of the state departments of agriculture and health united with all factions of the meat industry to urge the passage of this bill. The result was unanimous approval by both houses of the legislature and the final approval by the governor.

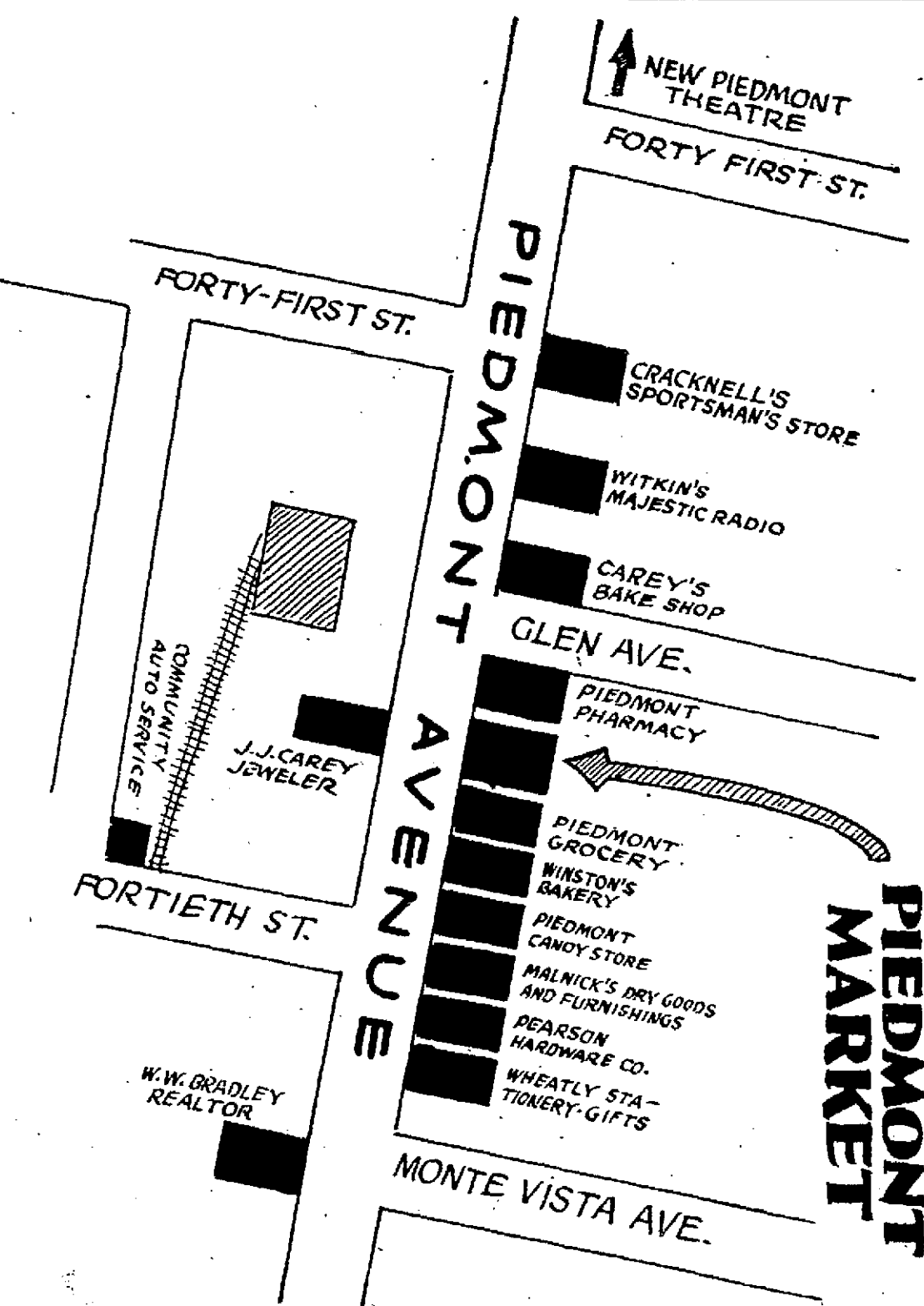
UNIFORM STANDARD

As a further safeguard to the health of the people, the new meat inspection law provides that the director of agriculture of the state shall supervise municipal inspection as well as administer state inspection. This will absolutely assure a uniformity of standard for all of the various branches of municipal inspection. The municipal departments will add to their inspection stamps the words "Cal. Approved" which shall have the same recognition as "Cal. Inspected and Passed." This means that there will be a real double check on all meat inspection.

Reduced to the simplest terms, this means that meat inspection has been made "as much like milk inspection as possible." It means that the possibility of the spread of disease through the consumption of either meat or milk in California is practically eliminated. Thus the two most important foods of man are also to be the safest. For these reasons, officials of the state department of agriculture all agree that under this new law California is to step into first place among all the states in the Union in the quality of its meat inspection, the place which it already occupies in milk inspection.

Piedmont Avenue Shopping Center

The Piedmont Avenue Merchants' association "points with pride" to the development of a splendid shopping center on that thoroughfare, where modern well equipped stores supply practically anything that the residents require. Photo shows map of distinct business development, with stores of number of leading merchants on the avenue. The Piedmont Market occupies strategic position for supplying needs of residents.



ASSOCIATION BIG FACTOR

The Piedmont Avenue Merchants' association has been an important factor in the development of the Piedmont shopping district, according to Jim Pearson, hardware store owner, one of the organizers and the first president. Organized about 20 years ago, it now has a roster of 84 members.

The present officers of the association are: H. H. Sack, president; Jack Learner, vice-president; Lloyd Townsend, secretary; C. G. Smith, treasurer. The directors are: W. W. Bradley, Jack Boyd, M. D. McLeod, Jim Pearsons, J. W. Peterson and Albert Van Fleet.

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HIGH HEAT TO KEEP JUICES FROM ESCAPING

Home Economist Expert Tells Proper Temperatures for Roasting Meat

By ALICE GERRA, Piedmont Market Home Economist

For a roast meat should be placed in an oven in which the temperature is between 300 and 350 degrees Fahrenheit. This will keep the juices from escaping. After fifteen minutes, the temperature should be lowered to about 350 degrees.

If soup is desired, the meat should be cut in small pieces in order to expose as much surface as possible. It should be placed in slightly salted cold water and allowed to stand until the liquid becomes pink, which means that most of the juice has been drawn out of the muscle tubes near the surface. Heat should be applied slowly so that the connective tissue will swell gradually and squeeze out more juice from the fibers in the interior. The meat should be allowed to simmer for a long time, but it should not be allowed to boil. This gives a nutritious broth.

Bacon, pork chops and other fat meats should be cooked slowly. The fat should be removed as fast as it fries from the meat.

To produce a dish in which the meat retains a part of its juice, as in a stew, all or part of the meat may be seared lightly and then broiled slowly at a low temperature.

Meat dishes can be prepared successfully on any kind of stove. Fireless cooker, the waterless cooker, the pressure cooker and the baster, drip pan or Dutch oven can be used advantageously, especially in cooking many of the less expensive cuts. A pressure cooker cooks meat in about one-third the time ordinarily required. The fireless cooker and the waterless cooker also are fuel-savers, and conserve the palatability of meat dishes. Many housewives use the baster or Dutch oven with excellent results.

Tough meats may be softened by chopping or grinding, by pounding to tear apart the connective tissue, or by the use of acids such as vinegar or lemon juice. Long hanging, at low temperature, develops acids within the meat that soften the tissues somewhat without injuring the quality of the meat.

UNWRAP MEAT AT ONCE

Meat should be removed from paper as soon as it comes from the market, or the paper will absorb some of the juices.

Time Schedule To Cook Meat

Here is a schedule showing the time required to cook Piedmont Market meats so as to bring them to the table done to just the proper point, with all their luscious juices saved.

- Broiling—Steak (1 inch thick), 8 to 10 minutes; steak (1 1/2 inches thick), 12 to 15 minutes; fish (steaks), 15 to 20 minutes.
- Roasting—Rib of beef (1 pound), 19 to 25 minutes; leg of mutton (1 pound), 19 to 25 minutes; lamb (1 pound), 15 to 20 minutes; veal (1 pound), 15 to 20 minutes; chicken (1 pound), 15 minutes; goose (1 pound), 18 minutes; turkey (5 pounds), 2 to 3 hours; large turkey, 3 to 4 hours; pork (1 pound), 25 to 30 minutes.
- Boiling—Leg of mutton, 2 to 3 hours; ham (12 to 14 pounds), 4 to 5 hours; turkey (5 pounds), 2 to 3 hours; chicken (3 pounds), 1 to 1 1/2 hours.

Boil Water Before Putting Meat in It

By putting meat in cold water and then allowing the water to heat gradually, the juice is extracted and the meat becomes tasteless. This method, therefore, is used for making soup stock. By putting the meat in boiling water, allowing the water to boil for a few minutes and then lowering the temperature to the simmering point, the outer surface is sealed, and the inner juices are prevented from escaping. This is the proper way to boil meats.

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