

Miracles from Agriculture 1960

Narrator: These apples, for instance. Scientists have found that polyethylene liners can best preserve their quality in storage.

And, so, agriculture advances, as research creates new industries to produce new products.

Meet some of the cooks you hire when you buy convenience foods. These women are checking fresh potatoes before making them into instant mash. The work goes on in large plants of the United States and Canada, where millions of bushels are processed.

This new use gives the potato farmer greater stability for his crop. After being cooked, potatoes are dried and rolled into tissue-thin dehydrated sheets. These are broken into flakes or granules of standard quality, texture, color, and taste. Packaged instant potatoes give the housewife a new convenience. This shelf item will save her 23 minutes of cooking time. Research with consumers helps put the new product on the market.

Other scientists have fixed the glutens in flour so that industry cooks can make your favorite bake and serve products.

In this case, a mechanical cook fries chickens, the combines then with pre-cooked vegetables to be frozen on individual serving trays. Now anyone who can heat and serve can cook a meal.

When scientists stabilized shortening, ready mix bread, cake, and rolls became a reality.

Scientists are also working on such things as a powdered whole milk that dissolves instantly in cold water and tastes like fresh milk. What's more, they are studying the best ways to package and market this product.

Thus, agricultural research in colleges, industry, and government goes forward. The result: new products, new businesses, more jobs, greater buying power for the products of both farm and industry. Among the many new, valuable products created in agricultural laboratories are man-made vitamins, films and fibers from high-amylose starch, mass-produced antibiotics, and the blood plasma extender dextran, made from sugar.

While scientists conduct research in new uses for farm crops, they also try to improve those products already in use. From cotton, science has given us the miracles of wash and wear fashions, cotton fabrics with permanent pleats, and close that resist wrinkles. Treatments have been developed for wool garments to keep them from shrinking when washed. And tanning agents, now made from a new kind of starch, produce leathers that are soft and luxurious. Each advance in agricultural knowledge helps everyone, whether you farm or not.

Eventually, all the good things reach the retail stores. Yes, the corner grocery has really grown up. Shoppers enter the supermarket on one side while, on the other, a steady stream of products is delivered on a tight schedule. It is here that the miracles of research and services are tied together for

the consumer. Every day, from American farms and ranches, from distant parts of the world, from packing sheds and processing plants across the nation, comes the great variety of foods Americans demand.

The supermarket, created by research and industry, is the showplace of today's agriculture. Help yourself to a miracle. Yes, here is where the shopper benefits from the work of the scientist, the farmer, the processor, and the market. Now, in one shopping trip, the average family can buy a full week's supply of groceries, much of it with built-in maid service. And getting the food to the customers requires many more workers than are needed to grow the food. This has been made possible by the fact that each American farm worker feeds more people than any other farmer on Earth.

History teaches that a nation grows according to its agriculture, a very basis of life. And most of our children are strong and grow up to live longer. Eating more nutritious food and drinking more milk in school help safeguard their health, for it is only with today's food that tomorrow's citizens can grow healthy.

And so Americans of all ages—in cities, suburbs, and rural areas—will remain the best fed, best clothed, best housed people in the world, thanks to more and more miracles from agriculture.