

PASTEURIZED MILK IN THE CONSUMER'S HOME

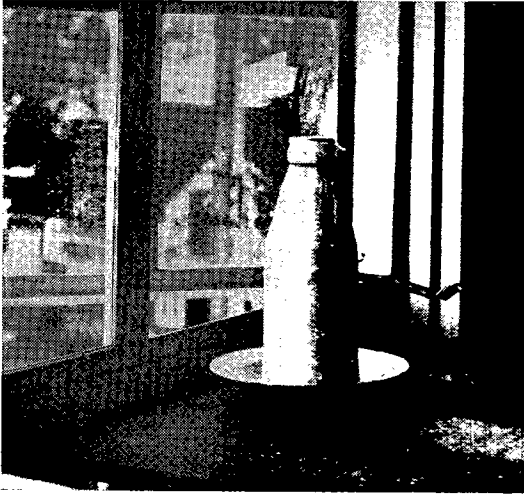
The path taken by the milk from the farm of the producer via the collecting centre, the pasteurization unit, and the distributing vehicle to the consumer's home has now been followed in some detail. Care of the pasteurized milk, if it is to be consumed without loss of flavour or nutritive value, must not, however, cease when it reaches the consumer's premises. In the first place, it should not be left long exposed to light or heat on the doorstep. Exposure to light leads to loss of vitamin C and some destruction of one of the B vitamins—the riboflavine; exposure to sunlight accelerates these processes and may also cause off-flavours of more obvious importance to the consumer. Exposure to heat leads to the rapid proliferation of the few souring organisms that have survived the pasteurization process. Where the household has a refrigerator, the major problem of preventing souring is solved, but this fact is cold comfort to the enormous majority of households which have no such facilities.

It has been stated that properly pasteurized milk, efficiently bottled and distributed, should have a keeping quality of not less than 24 hours, under all but the most exceptional conditions of temperature, if stored by the average consumer in the coolest place in the house. This statement is valid when the temperature in the coolest part of the house does not exceed, for example, 23°C (73°F). But when, as in some countries and houses, this temperature is much exceeded—for example, in India the temperature of the coolest part of the house may reach 30°C (86°F) or even more—then a 24-hour keeping quality can hardly be expected. In any case, the milk should be kept in the bottle until required for use; and if a whole bottle-full is not required, only the amount to be used immediately should be poured out, the remainder in the bottle being covered at once, to prevent the entry of dust and flies, and put back into the coolest part of the house. Milk once poured out of the bottle should not be poured back. All vessels containing milk should be kept covered whatever the temperature conditions.

In hot weather, if the humidity of the air is not too high, a useful device for keeping bottled milk cool is to place each bottle, wrapped round with a suitable piece of clean cotton or flannel cloth, in a shallow basin of clean water in such a way that the bottom of the cloth dips into the water. The whole is then placed in a draughty place—for example, close to an open

window, but in the shade—so that water evaporates from the cloth surrounding the bottle and so keeps the temperature well below that of the air itself (see fig. 87).

**FIG. 87. KEEPING PASTEURIZED MILK COOL
IN THE CONSUMER'S HOUSE**



Education of the Consumer in the Handling of Milk

Those planning the introduction of supplies of pasteurized milk into a locality where consumers have had little experience of keeping liquid milk in warm weather, should consider the advisability of taking appropriate steps—by the issue of leaflets or otherwise—to educate consumers in the best methods of keeping milk (and possibly other foodstuffs) in the home in order to prevent spoilage and contamination (particularly contamination by flies) at all times, and especially in the hotter seasons of the year. Much loss of valuable food and the occurrence of a number of outbreaks of intestinal disturbances would thereby be prevented.
