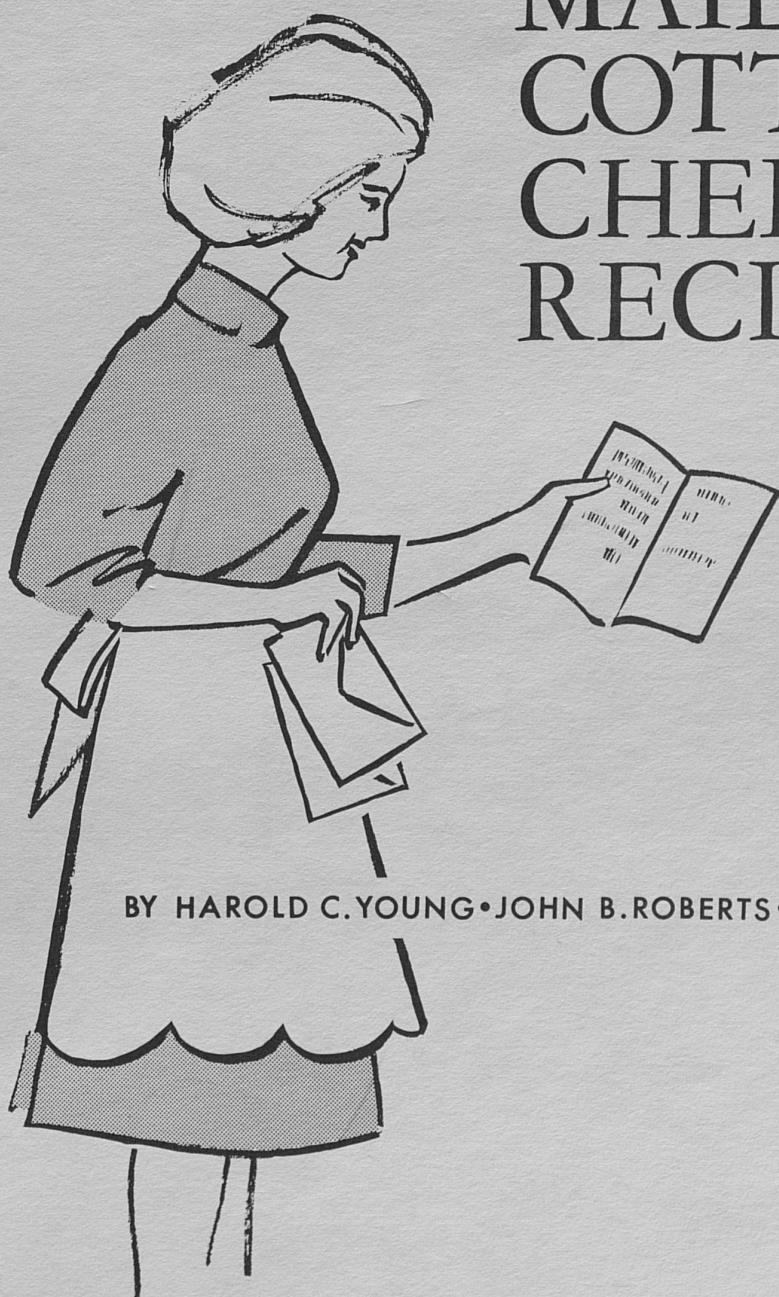


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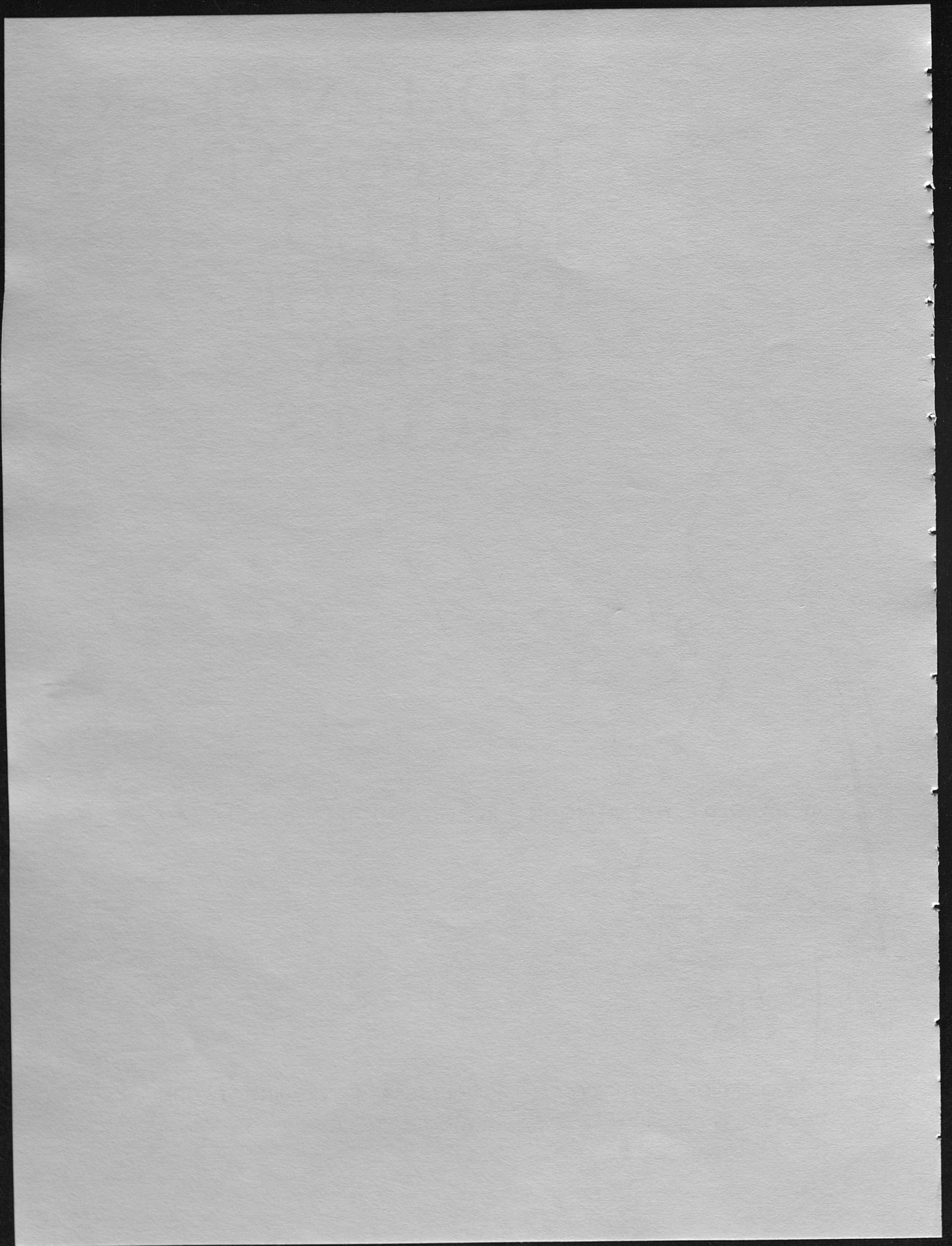
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HOMEMAKERS' RESPONSES TO MAILED COTTAGE CHEESE RECIPES



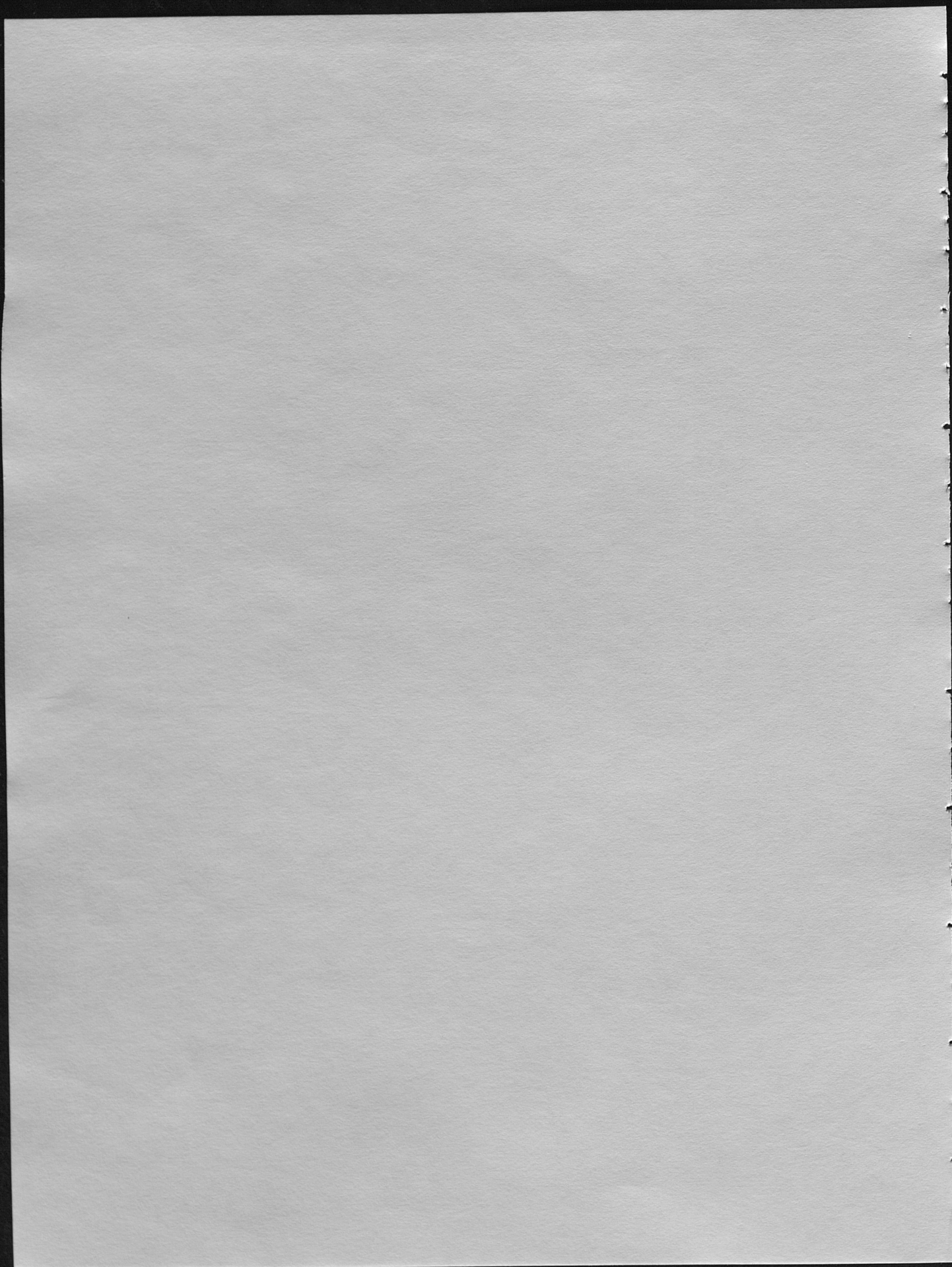
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Homemakers' Responses to Mailed Cottage Cheese Recipes (Color and Black-and-White Comparison)

BY HAROLD C. YOUNG, JOHN B. ROBERTS AND MILDRED R. WIGHTMAN²

The mail is widely used to transmit educational and advertising materials of all sorts to homemakers. Do they pay attention to this kind of information? In this experiment, 1,000 homemakers were mailed unsolicited recipes on the use of cottage cheese. Half of them received a multi-colored folder printed on post card stock giving recipes and also an envelope stuffer printed in color on 70-pound book paper, which also gave recipes (see Appendix). The other half of the homemakers received the same recipes in a duplicated letter printed in black ink (no color) (see Appendix). The recipes were identified only as having been prepared by the American Dairy Association Test Kitchen. This material is for use by dairy companies and, ordinarily, would be distributed by them under a name or brand imprint. The purpose was to determine (1) what homemakers recalled about, and (2) what they did with mailed material in general and recipes in particular. A further objective was to compare the effectiveness of the art work printed in color with that of the duplicated letter printed in black ink. Data were obtained from 754 women by telephone interviews.

The study was conducted in Lexington, a city having a metropolitan population of approximately 132,000. It is the county seat of Fayette county and an important educational, cultural and medical center. Commercial interests are primarily those servicing business and light industry groups. In respect to employment, Lexington has a high proportion of professional jobs and an expanding economy which has kept employment relatively high. Of the women in the study, 66 percent were full-time homemakers, while 34 percent were either part- or full-time workers away from home. In 1963 the average family income of the households surveyed was \$6,680, and the average size of family was 3.4 persons.³ Census data show the population of Lexington metropolitan area to

¹Department of Agricultural Economics and School of Home Economics, cooperating. This publication is a contribution to the Southern Regional Project SM-13 (R) "Consumer Responses to Food Promotions and Education." The direct mail media surveys involved the collaboration of the Agricultural Experiment Stations of Alabama, Kentucky and South Carolina. This report is a portion of Kentucky's contribution to the project.

²Assistant in Agricultural Economics, Professor of Agricultural Economics, and Assistant Professor of Home Economics, respectively. The authors express appreciation to the American Dairy Association for furnishing copies of the recipe booklet, "Creative Cooking With Cottage Cheese" and the multi-colored folders and envelope stuffers. Appreciation is also extended to the University of Kentucky Computing Center for aid in the development of the basic tables of the survey data. Acknowledgment is also made of the assistance of Dr. A. J. Brown, chairman, Department of Agricultural Economics, and Dr. Abby L. Marlatt, Professor of Home Economics, University of Kentucky.

³Data on family income, size of family and the employment of homemakers check very closely with data published in reports of the City-County Planning Commission of Lexington and Fayette county on approximately the same dates. In this study, part-time work was defined as less than 35 hours per week, full-time employment as 35 hours or more per week.

be approximately 15 percent nonwhite, mostly Negro. While the levels of income and education reported are somewhat above average, the city is not uniquely different from other urban populations. Differences which do exist are in degree rather than kind.^{4/}

PROCEDURE

The city telephone directory was used to obtain the sample. From its approximately 30,000 listings, a 5 percent random sample of homemakers was drawn. Using a random process, the sample of names was divided into three groups of 500 each. In March 1963, the duplicated letter was mailed to members of one of the groups. At the same time, the multi-colored folder and the envelope stuffer were mailed to the second group. The information in each was identical. The third list of 500 names was set aside as a control.

Within a four-week period after the material was mailed, a telephone survey was conducted. Each homemaker was asked if she had received any material through the mail, and if so, did she remember what it was about. Also, she was asked about the use she had made of the material. Interviews were continued until 248 schedules were obtained from homemakers known to have been mailed the letter, and 257 schedules were obtained from homemakers who were mailed the folder. In addition, 249 homemakers who had not received either a folder and stuffer or letter were asked questions about mailed material including questions about cottage cheese recipes.^{5/} At the close of the interview, each homemaker was asked, "Would you like to receive a cottage cheese or salad recipe booklet?" Six hundred fifty homemakers requested booklets. One-half of them were sent a booklet, "Creative Cooking with Cottage Cheese,"^{6/} which had a four-color-process lithographed cover and color on other pages. The other half were sent a booklet, "Salads,"^{7/} which was printed entirely in black ink.

ANALYSIS AND RESULTS

Responses to the Multi-Colored Folder and the Black-and-White Duplicated Letter

THE INFLUENCE OF COLOR

It was believed, when this study was undertaken, that the folder printed in color with enclosed envelope stuffer would be remembered more readily than the duplicated letter printed in black ink. It was also believed that the content of the folder and stuffer would be recalled by a greater number than the content of the letter. A corollary question was whether the letter or the card would be the more informative. Almost half (49 percent) remembered receiving the material, and 92 percent of these remembered that it

⁴Most cities and communities in Kentucky have families whose age, income, education, cultural and other backgrounds parallel those found in Lexington. Families with similar characteristics have much in common as consumers irrespective of their geographic location. To the extent that this is true, the findings of this study have application in other cities.

⁵The control group could not have given correct answers to specific questions about the mailed recipes. If any important number of this group had given correct or positive answers, considerable doubt would have been raised about the validity of results in this experiment.

⁶"Creative Cooking with Cottage Cheese," G442-A American Dairy Association (328 received this).

⁷"Salads," University of Kentucky Cooperative Extension Circular 451-A (322 received this).

was about dairy products. Of the women who were mailed the folder and envelope stuffer, 47 percent remembered receiving it, while 52 percent remembered receiving the duplicated letter. According to the "t" test the difference in these two percentages was not significant. Of the women who remembered receiving the folder and stuffer, 88 percent recalled that they concerned dairy products, while of those women who remembered receiving the letter, 96 percent recalled that it was about dairy products. The difference in these two percentages was significant at the 2 percent level in favor of the duplicated letter (see Table 1).

TABLE 1. - RECALL OF COLOR VERSUS BLACK-AND-WHITE MATERIALS RECEIVED IN THE MAIL (505 HOMEMAKERS)

	All Homemakers	Black-and-White Letter	Color Folder	"t" Value
Number of women responding	505	248	257	--
Percent who recalled receiving mailed recipes	49%	52%	47%	1.06
Percent of these who recalled the content	92%	96%	88%	2.38

In the control group, only one homemaker said she had received a recipe folder about dairy products. Accordingly, a basis was established for comparing the influence of the folder and the duplicated letter.

Contrary to expectations, the use of color did not increase awareness of receipt of these particular mailed recipes. Neither did it accelerate recall of the contents.⁸ This suggests that if the homemaker is interested, the information can be printed in black ink or in color and be equally well remembered. Possibly, the use of color makes the communication more pleasing but not necessarily more informative.

WHAT WAS DONE WITH THE RECIPES

To explore the influence that the recipes had, each homemaker was asked whether any of the recipes appealed to her, whether she prepared any of the recipes for her family, and what she had done with the materials.

Eight percent of the homemakers said they had tried one or more of the recipes. Seventy-one percent reported that they had saved the material. The remainder had either given or thrown it away. Of all families participating, the folders were saved by 74 percent and the letters by 70 percent. Apparently, many homemakers place a high value on recipes, even if not used at once. The convenience of the folder (5 by 3 inches) may have been a factor responsible for the increased saving of the card.

AWARENESS AND USE

Since the purpose in mailing the information was to make the homemaker aware of cottage cheese and to encourage her to use it in different ways, a recall of nearly 50

⁸ These findings are similar to those in (Anon.) "Recognition and Recall Values of Color," N. Y. Agr. Exp. Sta. (Cornell) Communications Res. Bul. 3, p. 5 (1962).

percent and a trial by 8 percent of the homemakers indicate that mailed materials are an effective device for creating awareness. However, the sender of mailed material hopes to do more than merely create awareness; he wants to focus attention on the product and to increase its sale. If sales are a prime objective, increased purchases would have to cover the cost of the materials and the postage to make it worthwhile.

It was hypothesized that once the homemaker was aware of the product and was reminded of ways to use it, she would be encouraged to purchase the item and would have it on hand at the time of the interview. It was further hypothesized that the attractive card-folder printed in color would have more impact than would the duplicated letter printed in black ink and, if the mailed material had any effect, the homemakers who received it would be more likely to have cottage cheese on hand than would those of the control group who had not received this reminder. Accordingly, the question was asked of each homemaker: "Do you have any cottage cheese on hand?" This inventory showed that 51 percent of the white and 36 percent of the Negro respondents had cottage cheese on hand. Similar, but greater, differences were noted in a previous study.^{9/} Percentages varied slightly in favor of the nonexposed or control group, but the tests of significance showed no difference between the folder, letter and control groups. It must be concluded that the mailed recipes either had no overriding impact on purchases among surveyed families, or if they did, the inventory question in the survey failed to measure it.^{10/} At the same time, it must be recognized that increasing the variety of uses and continued awareness resulting from the mailed media are positive factors which may be reflected in longer-run sales. A favorable attitude is the first step in expanding the market and creating new or additional sales.

ATTITUDES

Generally, the attitude of the homemakers in the study was favorable toward cottage cheese so far as its cost is concerned. When asked, "What are the reasons you do not serve cottage cheese?", none of the women interviewed mentioned that cottage cheese was too expensive to serve. It was found that all members in 67 percent of the families interviewed liked cottage cheese. Sixty-nine percent indicated that they served it at least once a week. Only 4 percent of all families never served it. On the other hand, when asked why the recipes failed to appeal to them, over one-third (37 percent) said that it was because their family members did not like cottage cheese. In these families, usually it was the children (47 percent) and husband (34 percent) who did not like it. Only 15 percent of the homemakers reported that they themselves did not like cottage cheese. Twelve percent of the families said the recipes did not appeal because they were satisfied with the status quo and never tried new recipes. Although only 8 percent indicated that they had already tried one or more of the recipes, others said that they planned to but had not had time. This is understandable as the interviewing was done within a four-week period after the material was mailed out.

COTTAGE CHEESE USE AND RECIPE PREFERENCE

When the homemaker was asked how she used cottage cheese, a combination with "fruit" ranked first, "plain" second, and "in salads with vegetables" third. About

⁹ Roberts, John B. "Consumption of Milk and Dairy Products." Ky. Agr. Exp. Sta. Bul. 660, p. 16 (1958).

¹⁰ No information was obtained on the size of package or amounts being consumed. Moreover, it is recognized that the study was made during the Lenten season, and that cottage cheese is among acceptable products advertised and promoted by dairy interests and others. No special, out-of-ordinary promotion occurred, however, at the time of this study. Recipes were supplementary to what was considered to be a normal marketing situation for the particular season.

TABLE 2. - RECIPES LIKED BEST BY HOMEMAKERS

	Total	Color Folder Percent	Duplicated Letter
Frozen fruit salad (recipe only)	27	21	34
Peach and grape emerald (color picture)	22	23	21
Peach and cottage cheese (color picture)	11	13	8
Cottage cheese and scrambled eggs (recipe only)	7	7	6
Creamy cheese dressing (recipe only)	6	9	2
Cottage cheese pancakes (recipe only)	5	4	6
All recipes liked equally well	22	23	23

10 percent used it in snacks and a lesser percentage in cooked dishes. When these uses were compared with preferences for the specific recipes in the mailed material, there appeared to be a considerable parallel.

In the group receiving the duplicated letter, the frozen fruit salad was first, with the peach and grape emerald second. With the group of homemakers who received the folder printed in color, the peach and grape emerald recipe, illustrated in color, was first choice. The frozen fruit salad recipe was a close second, even though it was not illustrated in color, while the peach and cottage cheese combination illustrated in color (no recipe) was third (Table 2). When the overall preferences of the homemakers were studied, the frozen fruit salad was found to have been selected more often than either of the two recipes illustrated in color.

The comparison of preference for given recipes and reported actual use revealed a surprisingly large consumption of plain cottage cheese. For the other uses, there was a high correlation between cottage cheese and fruits. The more "unusual" or "specialty" uses had much less appeal. While new uses and/or modification of old recipes hold some promise for expanding markets, many homemakers are hesitant to try them. Accordingly, efforts to get wider acceptance of customary uses are more promising. The approach would indicate that cottage cheese promotional efforts might well be directed toward finding out how to get the husband and the children to use it. Quick and easy-to-fix snack food might have this appeal and, thus, increase use.

CHARACTERISTICS OF HOMEMAKERS WHO RESPONDED TO MAILED MATERIALS

When results were analyzed in relation to such factors as employment status, age and education of the homemakers and per capita income of family members, any differences between the effectiveness of black-and-white versus color were insignificant; but the relation of these factors to general awareness of mailed materials was of interest to the authors. Homemakers who did not work outside the home paid more attention to the unsolicited material they received in the mail than did the women who worked part or full time away from home. Ten percent more of the full-time homemakers (54 percent as compared with 44 percent) remembered receiving the recipes.

Young homemakers (under 30) were most aware of the recipes. This awareness decreased as age increased, with women 50 and over paying least attention (59 percent as compared with 40 percent). Moreover, as the homemaker's education increased, awareness increased. Forty-two percent who had completed the eighth grade or less remembered receiving the material, while 62 percent of those at the college level remembered it. Women in families with per capita incomes of \$1,200-\$2,400 were more alert to mailed media than were women in either lower or higher income groups.

These findings might indicate that the most profitable target for mailed advertising would be the young, well-educated, middle-income homemakers who were not employed outside the home.

Response to The Recipe Booklets

Evaluation of the effectiveness of black-and-white versus color in mailed advertising materials was pursued further by measuring responses to queries about the recipe booklets which were sent to the 650 study participants who requested them. Both publications were judged to be attractive in design and similar in clarity of illustration and content. Enclosed with each booklet was a letter thanking the homemaker for her cooperation in the survey and asking her two multiple-choice questions concerning her attitude toward the booklet.^{11/} Also enclosed was a self-addressed, stamped envelope. The homemaker was asked to give her first impression of the booklet by checking one answer to each question, then making comments if she cared to do so.

The hypothesis was that 10 to 15 percent would return the letter which was enclosed with the "Creative Cooking with Cottage Cheese" booklet and the "Salads" booklet and that the booklet printed in color would meet with greater approval than the one printed in black ink. Actually, there was no appreciable difference in the number of letters returned from those receiving each; 34 percent returned the letter sent with the "Salads" recipe booklet, while a 30 percent return was received from those receiving the booklet, "Creative Cooking with Cottage Cheese." Favorable comments were made about both booklets.

Factors which appeared to affect the homemaker's response to the booklet were her education and the per capita income of her family.

INFLUENCE OF EDUCATION

From those homemakers with a grade school education who received the booklet printed in color, a 16 percent return was received. This can be compared with 28 percent from those with a high school education and 41 percent from the homemakers who had attended or completed college (Table 3).

Of homemakers with a grade school education receiving "Salads" (no color), 24 percent returned the letter as compared with a 29 and 44 percent return from those with high school education and those who had attended or completed college, respectively. The difference was greatest at the grade school level where 8 percent more of those who had received the black-and-white material than of those who received the material in color were impressed enough to return the letter.

¹¹ See copy of letter in Appendix.

TABLE 3. - RELATIONSHIP OF HOMEMAKER'S EDUCATION AND HER RESPONSE TO LETTER ENCLOSED WITH BOOKLET

Educational Level	All Homemakers Receiving Booklet (650)	Homemakers Who Returned Enclosed Letter (207)		Homemakers Who Received Black-and-White Booklet (322)		Homemakers Who Received Colored Booklet (328)	
	No.	No.	%	No.	%	No.	%
Grade school	87	17	20	9	24	8	16
High school	332	93	28	49	29	44	28
Some or all of college	216	93	43	49	44	44	41
No information	15	4	--	2	--	2	--
Total	650	207	32	109	34	98	30

INFLUENCE OF INCOME

The relationship of family income to returns and comments on the recipe booklets was similar to that found when the homemakers were grouped by education. The response from homemakers with less than \$1,200 per capita income and from those with less than eight years of formal schooling was 21 and 20 percent, respectively. Of those with higher per capita income, 35 to 40 percent responded (Table 4). An examination of Tables 3 and 4 together shows that education was a more discriminating factor than income level in identifying the homemakers who were motivated to report reactions to the recipe booklets.^{12/}

TABLE 4. - RELATIONSHIP OF PER CAPITA INCOME OF FAMILY AND HOMEMAKER'S RESPONSE TO LETTER ENCLOSED WITH BOOKLET

Per Capita Income	All Homemakers Receiving Booklet (650)	Homemakers Who Returned Enclosed Letter (207)		Homemakers Who Received Black-and-White Booklet (322)		Homemakers Who Received Colored Booklet (328)	
	No.	No.	%	No.	%	No.	%
Under \$1,200	169	36	21	19	23	17	20
\$1,200-\$2,399	264	93	35	49	36	44	35
\$2,400 and over	203	77	37	40	40	37	35
No information	14	1	--	1	--	--	--
Total	650	207	32	109	34	98	30

¹²The importance of education as a factor in food buying has been reported. See Roberts, John B. "Sources of Information and Food Buying Decisions." Ky. Agr. Exp. Sta. Southern Coop. Series Bul. 85 (1963).

OPINIONS ABOUT USEFULNESS

When the homemakers who received the booklet printed in color were asked, "How do you feel about the individual recipes?", 88 percent said that they were impressed with them and thought they were worth saving,^{13/} while 12 percent said they were of limited usefulness or were indifferent to them. When the same question was asked about the black-and-white booklet, 90 percent were impressed and 10 percent were indifferent.

When asked the question, "Generally, for what occasions do you think the recipes in the booklet are intended?", 82 percent of the homemakers reporting their evaluation of "Salads" felt that its contents were intended to meet the demand for "all occasions," yet 18 percent felt that the primary value would be for special occasions and guests. In contrast, 70 percent of those receiving "Creative Cooking with Cottage Cheese," felt that the information was well suited for all-occasion and family meals. Thirty percent thought of it primarily in connection with guest meals (Table 5).

TABLE 5. - HOMEMAKER'S OPINIONS OF SPECIFIC USE OF RECIPES IN BOOKLET

Homemaker's Impression	Black-and-White Booklet (109) ^{a/}	Color Booklet (98) ^{a/}
	Percent	
Thought booklet gave suggestions for all-occasion and family meals	82	70
Thought booklet gave ideas for guest and special meals	18	30

^{a/} Number of homemakers who returned the enclosed letter

This raises the question of whether color was the factor which influenced the homemakers to feel that this booklet was fancier and more elaborate and not so useful for all occasions as the black-and-white one. It was equally true that "Salads" contained recipes that would appeal primarily for special occasions.

SUMMARY AND EVALUATION

Telephone interviews revealed that 49 percent of a sample of homemakers who had been mailed unsolicited recipes remembered having received them, and 92 percent of these knew that the recipes concerned dairy products. Eight percent had tried one or more of the recipes, 70 percent reported saving the material, and the others had given or thrown it away. Folders printed in color were saved more than the duplicated letter printed in black ink, but the difference was not marked.

No generalization about color as applied to mailed media is made from this experiment. But, contrary to expectation, the use of a card-folder of recipes printed in color did not increase awareness over the same recipes on a duplicated letter format (no color); neither did color accelerate recall of the contents of materials. A significant point is that, once the homemaker is interested or motivated, the information printed in black ink or in color will be equally well remembered.

¹³ In the analysis, Questions 1 and 2, and 3 and 4 in Question A and 1 and 3 in Question B were combined. See questions in letter in Appendix.

Essentially, the same findings are valid with respect to the recipe booklets sent on request. These publications were equally well received. Color may have made one of them more attractive but not necessarily more informative. Because of this, homemakers might prefer one over the other, irrespective of identical information and content. No attempt was made in this study to measure such preferences.

In connection with acceptability of the mailed material, several points came to the fore: First, the awareness and interest of the homemakers increased as their educational level rose from grade school through high school and college. Second, their interest decreased with age, being least among women 50 years and over and greatest among young women (under 30). Third, homemakers from middle-income families paid more attention to mailed materials than did those from either the low- or the high-income groups. And finally, the nonworking homemakers read their mail and remembered its content to a greater extent than those who worked part or full time away from home. These factors suggest that selectivity with respect to the above-mentioned characteristics would be an effective way to reduce wasted money in mailed media of this sort.

When asked, "Do you have any cottage cheese on hand?," about half of the white and a little more than a third of the Negro sample said "yes." These proportions were no different for the nonexposed or control group. It must be concluded that either the mailed recipes had no overriding impact on sales or that the inventory survey failed to measure it. This does not deny, however, that awareness, knowledge of use and favorable attitudes were positive results—the first step in creating new and additional sales.

The most important reason given for not serving cottage cheese was that someone in the family did not like it. Nonusers were children in 47 percent and husbands in 34 percent of the cases reported. While new uses and modification of old recipes hold some promise, many homemakers will still not try them. Accordingly, wider acceptance of customary uses and finding out how to get men and children to like cottage cheese hold great promise. Attractive, quick and easy-to-fix snacks might have this appeal and increase the use of cottage cheese. The quality of the product usually lends itself to be used plain, as a bedtime snack for all ages, an afternoon pep-up for youngsters arriving home from school, and for party snacks.

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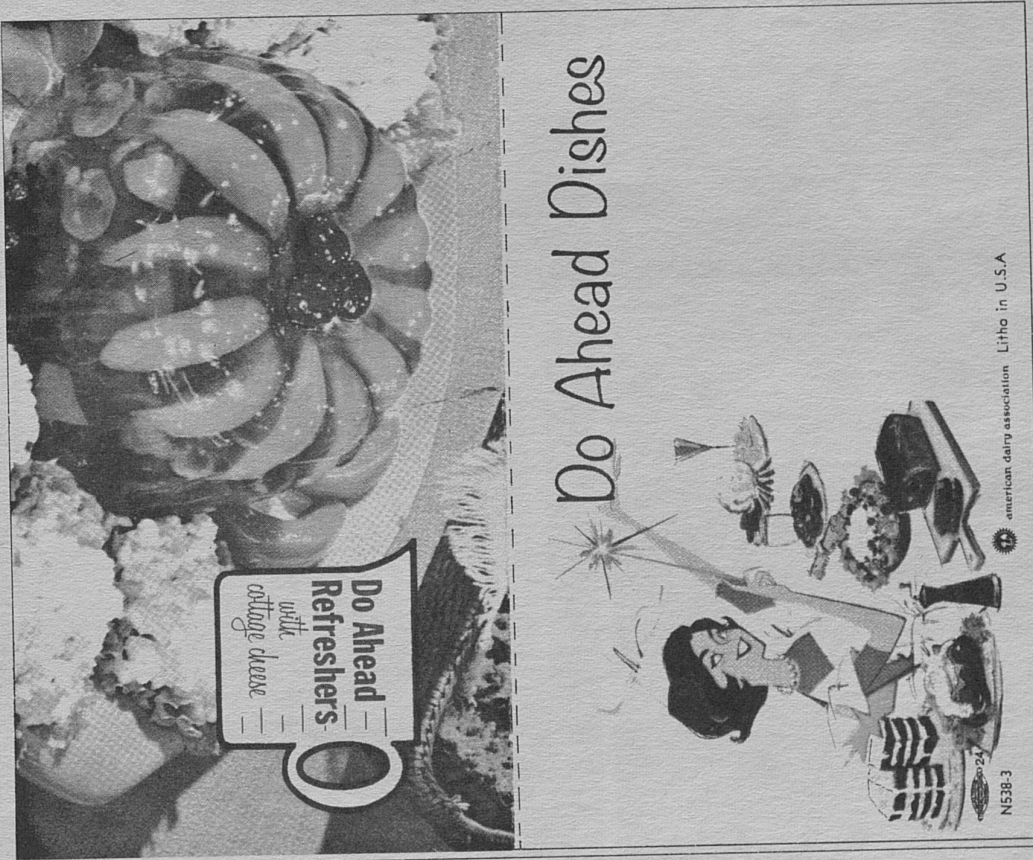
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PEACH AND GRAPE EMERALD SALAD

- Salad mold, 6-cup 8-10 servings
- 2 cups (1-lb. 1-oz. can) sliced cling peaches
 - 2 3-ounce packages lime-flavored gelatin
 - 1 cup boiling water
 - 1 cup peach syrup
 - 2 cups cold water
 - 1 red maraschino cherry
 - 1 cup fresh grapes, seeded and halved, OR 1 cup (8 $\frac{3}{4}$ -oz. can) grapes, drained
 - Lettuce
 - 2 cups cottage cheese

Drain peaches, reserving syrup. Dissolve gelatin in boiling water; blend in peach syrup and cold water. Pour 1 cup of gelatin into mold which has been rinsed in cold water; chill until partially set. Press 12 peach slices into gelatin and place cherry in center. Dice remaining peaches; combine with grapes and mix into remaining gelatin. Pour into mold; chill until firm. Unmold on serving plate and surround with lettuce cups filled with cottage cheese.

FROZEN FRUIT SALAD

- 2 Refrigerator trays, 1-quart 8-10 servings
- 1 cup cottage cheese
 - $\frac{1}{4}$ teaspoon salt
 - 1 cup (13 $\frac{1}{2}$ -oz. can) pineapple tidbits, drained
 - 1 cup (1-lb. can) pitted Royal Anne cherries, drained
 - 1 cup (1-lb. can) sliced cling peaches, drained and cut up
 - 2 bananas, sliced
 - $\frac{1}{2}$ cup chopped walnuts
 - 10 marshmallows, quartered
 - 1 cup whipping cream, whipped
 - $\frac{1}{2}$ cup dairy sour cream

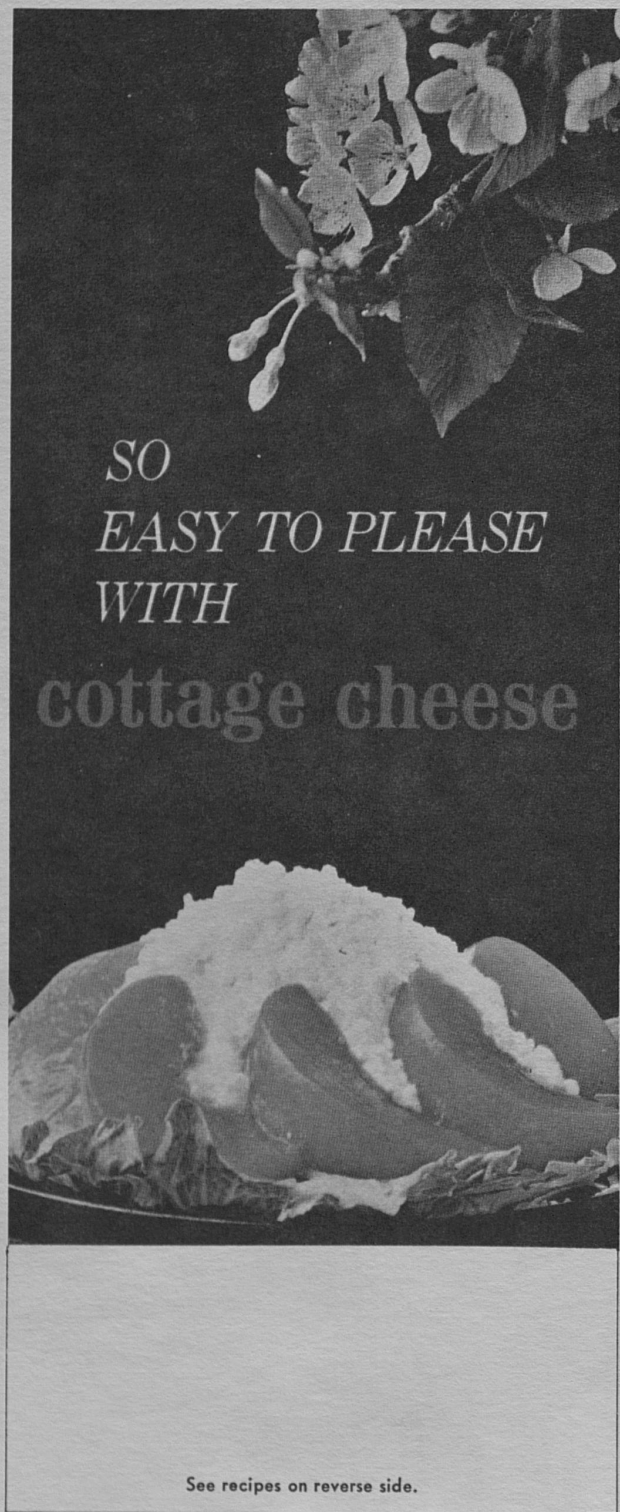
Combine cottage cheese, salt, pineapple, cherries, peaches, bananas, walnuts and marshmallows. Gently fold whipped cream into sour cream; fold into fruit mixture. Spoon into refrigerator trays; freeze until firm.

CREAMY CHEESE DRESSING

- Yield: 1 $\frac{3}{4}$ cups
- 1 cup cottage cheese
 - $\frac{1}{2}$ cup dairy sour cream
 - $\frac{1}{2}$ teaspoon salt
 - $\frac{1}{4}$ teaspoon paprika
 - 1 teaspoon Worcestershire sauce
 - $\frac{1}{2}$ cup finely chopped cucumber
- Combine cottage cheese, sour cream, salt, paprika and Worcestershire sauce. Just before serving add cucumber. Serve over tomato or green salad.

Recipes from american dairy association Test Kitchen

Fig. 1.--Black-and-white photograph of multi-colored folder printed on postcard stock, giving recipes on use of cottage cheese.



See recipes on reverse side.

LIGHT AND FLUFFY PANCAKES

- Griddle 12-14 small pancakes
 3 egg yolks 1/4 cup flour
 3/4 cup cottage cheese 1/4 teaspoon salt
 1/4 cup milk 3 egg whites

In a mixing bowl combine egg yolks and cottage cheese; beat until almost smooth. Blend in milk, flour and salt. Beat egg whites until peaks fold over; fold into batter. Bake on lightly buttered griddle until brown on both sides; serve at once.

N537-3 Litho in U.S.A.  American Dairy Association

COTTAGE CHEESE SCRAMBLED EGGS

- Skillet 6 servings
 6 eggs 1/2 teaspoon salt
 3/4 cup cottage cheese 1/8 teaspoon pepper
 2 tablespoons milk 2 tablespoons butter
 1 tablespoon chopped chives

In a mixing bowl beat eggs slightly; blend in cottage cheese, milk, chives, salt and pepper. In a skillet, over low heat, melt butter; add egg mixture. Turn portions of the egg mixture with spatula as it begins to thicken; do not stir and do not overcook. Serve immediately.

Fig. 3.-- See pages 18-19.



Do Ahead Recipes with Cottage Cheese

Looking for Ideas to Pep-up
Family Meals?

COTTAGE CHEESE SCRAMBLED EGGS

Skillet

6 servings

6 eggs	1/2 tsp. salt
3/4 cup cottage cheese	1/8 tsp. pepper
2 tbsp. milk	2 tbsp. butter
1 tbsp. chopped chives	

In a mixing bowl beat eggs slightly; blend in cottage cheese, milk, chives, salt and pepper. In a skillet, over low heat, melt butter; add egg mixture. Turn portions of the egg mixture with spatula as it begins to thicken; do not stir and do not overcook. Serve immediately.

CREAMY CHEESE DRESSING

Yield: 1 3/4 cups

1 cup cottage cheese	1 tsp. Worcestershire sauce
1/2 cup dairy sour cream	1/2 cup finely chopped cucumber
1/2 tsp. salt	
1/4 tsp. paprika	

Combine cottage cheese, sour cream, salt, paprika and Worcestershire sauce. Just before serving add cucumber. Serve over tomato or green salad.

FROZEN FRUIT SALAD

2 Refrigerator trays, 1-qt.

8-10 servings

1 cup cottage cheese	1 cup (1-lb. can) sliced cling peaches, drained and cut up
1/4 tsp. salt	2 bananas, sliced
1 cup (13 1/2-oz. can) pineapple tidbits, drained	1/2 cup chopped walnuts
1 cup (1-lb. can) pitted Royal Anne cherries, drained	10 marshmallows, quartered
	1 cup whipping cream, whipped
	1/2 cup dairy sour cream

Combine cottage cheese, salt, pineapple, cherries, peaches, bananas, walnuts and marshmallows. Gently fold whipped cream into sour cream; fold into fruit mixture. Spoon into refrigerator trays; freeze until firm.

Recipes from AMERICAN DAIRY ASSOCIATION Test Kitchen

PEACH AND GRAPE EMERALD SALAD

Salad mold, 6-cup

8-10 servings

2 cups (1-lb. 1-oz. can) sliced cling peaches	2 cups cold water
2 3-oz. packages lime- flavored gelatin	1 red maraschino cherry
1 cup boiling water	1 cup fresh grapes, seeded and halved,
1 cup peach syrup	OR 1 cup (8 3/4-oz. can) grapes,
Lettuce	drained
2 cups cottage cheese	

Drain peaches, reserving syrup. Dissolve gelatin in boiling water; blend in peach syrup and cold water. Pour 1 cup of gelatin into mold which has been rinsed in cold water; chill until partially set. Press 12 peach slices into gelatin and place cherry in center. Dice remaining peaches; combine with grapes and mix into remaining gelatin. Pour into mold; chill until firm. Unmold on serving plate and surround with lettuce cups filled with cottage cheese.

LIGHT AND FLUFFY PANCAKES

Griddle

12-14 small pancakes

3 egg yolks	1/4 cup flour
3/4 cup cottage cheese	1/4 tsp. salt
1/4 cup milk	3 egg whites

In a mixing bowl combine egg yolks and cottage cheese; beat until almost smooth. Blend in milk, flour and salt. Beat egg whites until peaks fold over; fold into batter. Bake on lightly buttered griddle until brown on both sides; serve at once.

Fig. 3.-- (pages 18-19)-- Reproduction (slightly reduced) of duplicated letter printed in black ink, giving recipes on use of cottage cheese.

UNIVERSITY OF KENTUCKY

LEXINGTON, KENTUCKY

AGRICULTURAL EXPERIMENT STATION
DEPARTMENT OF
AGRICULTURAL ECONOMICS

April 17, 1963

Dear Cooperator:

We want to thank you for your cooperation and courtesy to the representative of the University of Kentucky who called you about the use of advertising materials and cottage cheese some time ago. The booklet enclosed is the one mentioned in the interview. We hope you find it interesting.

Nine out of ten of the homemakers in this food research study requested the recipe booklet. We do not know how you will use it. Before putting the booklet down, would you give us your first impressions about its style and contents.

A. HOW DO YOU FEEL ABOUT THE INDIVIDUAL RECIPES? (Check one)

1. I see only a few worth trying.
2. I am indifferent, but they are O. K.
3. I am impressed; I can really use many.
4. Better than expected and worth saving.

B. GENERALLY, DOES THE BOOKLET LOOK LIKE IT WAS INTENDED MOSTLY TO HELP: (Check one)

1. Prepare everyday family meals.
2. Give ideas for guest and special meals.
3. Supply practical suggestions for all occasions.

C. GIVE ANY COMMENTS YOU CARE TO MAKE. _____

We really want to hear from you. The enclosed envelope requires no postage. You need not sign your name.

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Coding:

(Fig. 4. -- Copy of questionnaire seeking homemakers' impressions of booklet giving cottage cheese recipes.)