

1. Record Nr.	UNINA9910453123203321
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Titolo	Pure and modern milk : an environmental history since 1900 // Kendra Smith-Howard
Pubbl/distr/stampa	Oxford : , : Oxford University Press, , [2013] ©2014
ISBN	0-19-930730-X 0-19-989913-4
Descrizione fisica	1 online resource (240 p.)
Disciplina	636.2/142
Soggetti	Dairy products industry - United States - History Milk - Quality - United States - History - 20th century Dairy products - United States Dairy products - United States - Marketing Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Reforming a perilous product : milk in the Progressive Era -- Balancing the goods of nature : butter in the interwar period -- Purer streams and predictable profits : dairy waste at mid-century -- From the ice cream aisle to the bulk tank : the postwar landscape of mass production -- Reassessing the risks of nature : milk after 1950 -- Epilogue.
Sommario/riassunto	Americans have never been more concerned about their food's purity. The organic trade association claims that three-quarters of all consumers buy organic foods each year, spending billions of dollars ""Dairy farm families, health officials, and food manufacturers have simultaneously stoked human desires for an all-natural product and intervened to ensure milk's safety and profitability,"" writes Kendra Smith-Howard. In Pure and Modern Milk, she tells the history of a nearly universal consumer product, and sheds light on America's food industry. Today, she notes, milk reaches supermarkets in an