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Titolo	Pure and modern milk : an environmental history since 1900 // Kendra Smith-Howard
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Descrizione fisica	1 online resource (240 p.)
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Lingua di pubblicazione	Inglese
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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