

CREAMING HONEY

(By Robert Davidson)

Your correspondent "Curious" in the November "Journal" really should take another look at the various packs marked "Creamed Honey." The word "Creamed" is used on some to indicate the texture of the contents, while on others merely to assist in the sale of the article. The buying public are the final judge. The word "Creamed" may catch the eye and a first sale result, but if the contents are not what the buyer expects then future sales lapse. The catch words on the side of a pack can only establish contact for these FIRST sales—the general overall colour, e.g., green, red, white, or blue, is what is remembered and catches the buyer's eye in subsequent sales. I do not consider that your correspondent need lose too much sleep about the general public being deceived by the use of the word "Creamed," as if buyers find the contents not what they expected sales cease.

Your correspondent's other question as to "Creamers" not knowing what they are doing is, I would say, perfectly correct, as I for one neither know, nor care greatly, what is taking place in the honey structure. Results are what count, and as a large section of the buying public ask for "Creamed" honey, why not let them have what they want. No impurities or additions should be added to the honey, its food value is not altered, it is more expensive to produce, but larger sales offset this. There is still a large sale for fine grained, firm, spreadable honey. Why not cater for both and so increase honey sales.

Your correspondent has apparently written with the hope that he will be told some magic word, and be given a wand, so that hard honey will "cream" at will. Creaming costs money, up to twopence a pound of honey, depending on the method used. There is nothing inexpensive or simple about it—it is hard on time, equipment and finance, but the public want it, so will get it.

TO CREAM HONEY

First method: Stir honey that has just granulated. Stir it fast and thoroughly.

Second method: Heat some honey above 160deg. F. and vigorously stir this hot honey into finely granulated honey.

Third method: Take a block of finely granulated honey and smash it up by mechanical means.

With all three of the above methods the actual process requires machinery far better than that usually found in the average honey house. If a producer-packer decides to "cream," it is not what to do to the honey that is the trouble, but how to do it. The third method can be successfully carried out with a table fork and a small cube of honey, but wages would have to be reduced to make this method pay.

All "Curious" has now to do is to devise ways and means of carrying out one of the methods mentioned above. Much experiment is required before a satisfactory method can be devised and producer-packers who have, after years of research, devised a method which produces an article that is readily saleable are not going to give their methods to younger men who could with a little thought and much effort devise methods which must be better and more efficient than those at present in use.

Honey in Cakes

When using honey instead of sugar in cakes, use only 4-5ths as much liquid as specified, as honey has a certain amount of water content. Here are some proportions: 3oz. sugar equal 1½ tablespoons honey; 1 cup sugar equals ¾ bare cup honey. Larger honey cakes should be made about two days before they are needed, as the honey becomes moist and lighter with time.