QUESTIONS AND ANSWERS ABOUT HEINZ STRAINED FOODS THEIR USES, PREPARATION AND COMPARISON WITH ORDINARY METHODS
The Committee on Foods of the A. M. A. officially accepts Heinz Strained Foods as proper nutriment for infants.
USES OF HEINZ STRAINED FOODS

QUESTION • For whom are Heinz Strained Foods recommended?

ANSWER • Heinz Strained Foods are especially adapted for the following uses:
1. Baby Feeding—Infants from four months to two years.
2. Soft diets for children or adults having stomach or intestinal disorders.
3. Convenience in feeding invalids and convalescents.
4. General Uses:
   a. Gelatins and desserts
   b. Fruits for whips, etc.
   c. Simple soups

QUESTION • Why should the baby receive strained foods?

ANSWER • Strained Foods are included in the baby’s diet because:
1. By the time the baby has reached its fifth month, his reserve store of
iron has become depleted and it must be replenished by some outside source.

2. To meet an increased vitamin need.
3. To add a mild, non-irritating form of bulk to the diet.
4. To accustom the baby early to the taste of a variety of vegetables.

PREPARATION OF HEINZ STRAINED FOODS

QUESTION • Where are Heinz Strained Foods prepared?

ANSWER • The Heinz Strained Foods Kitchen is located at Medina, N. Y., in the center of one of the best vegetable-growing regions in the country.

QUESTION • Are Heinz Strained Foods prepared from fresh vegetables?

ANSWER • Only the finest vegetables are used in the preparation of these products, with the shortest possible elapsed time, from growing fields to cooking retorts.

QUESTION • How are Heinz Strained Foods cooked?

ANSWER • After being carefully trimmed and washed, the vegetables are cooked by means of light steam pressure, in the absence of air.
QUESTION • Why are they cooked in the absence of air?

ANSWER • One means of destroying certain vitamins is by bringing them in contact with air, particularly while heating.

QUESTION • Is any water added to Heinz Strained Foods during the cooking process?

ANSWER • No water is added to Heinz Strained Foods. They are cooked and canned in their own natural juices.

QUESTION • Is there any reason for not adding water?

ANSWER • Yes, for added water renders the product too thin, necessitating either evaporation or the pouring away of surplus liquid, which contains a large portion of the minerals.

QUESTION • How are Heinz Strained Foods strained?

ANSWER • The cooked vegetables are forced through a fine meshed sieve, removing coarse particles that might prove irritating to the digestive system; this renders the product into an even, uniform consistency. The juices that
come from the vegetables during the steaming process are added during the straining process. This process is also carried out in the absence of air. The puree is then quickly vacuum packed into special enamel-lined tins.

**QUESTION** • Why is a special type of lining necessary?

**ANSWER** • The chances of metallic contamination of the product are in this way practically eliminated. Three types of enamel lining are used as some of the foods require a differently treated enamel than others.

**QUESTION** • Are Heinz Strained Foods thoroughly sterilized?

**ANSWER** • Yes. After the cans are sealed they are immediately heated to render the product thoroughly sterile and in a condition to be kept for a long time without spoilage or flavor deterioration.

**QUESTION** • Why are Heinz Strained Foods not packed in glass?

**ANSWER** • Because it has been found that light has an adverse effect on the vitamin content and on the palatability of the product.
COMPARISON OF HEINZ STRAINED FOODS WITH STRAINED FOODS PREPARED AFTER THE ORDINARY HOME METHODS

QUESTION • Are Heinz Strained Foods superior to the ordinary home prepared Strained Foods?

ANSWER • Yes, because Heinz has a very special equipment necessary to bring vitamin and mineral losses to a minimum and to turn out a uniform product.

QUESTION • In what ways are the ordinary home methods inferior to the Heinz method?

ANSWER • In the following ways:

1. In home preparation it is often necessary to use cold storage vegetables, many hours exposed to the vitamin-robbing air, or ordinary canned vegetables, which usually must be cooked again to soften them sufficiently to puree (double cooking results in loss of
flavor and reduces vitamin content). Heinz Strained Foods are prepared from “garden-fresh” vegetables.

2. With ordinary home equipment, the foods are exposed to air for quite a period of time, both in the cooking and pureeing processes. In the Heinz method air is excluded in both these processes.

3. In the ordinary home method water is added to prevent burning and this surplus liquid is often poured away causing loss of soluble vitamins and minerals. In the Heinz method no water is added—they are cooked in their own natural juices and minerals are retained.

4. Equipment ordinarily used in home cooking makes it very difficult to secure a consistently uniform, smooth product from which all the irritating fibrous material has been removed. Heinz is uniform, both in consistency and flavor.

5. To soften the vegetables for sieving in the ordinary home method the foods are often cooked too long, which is destructive to certain vitamins and also the flavor. Heinz Strained Foods are never overcooked.
METHODS OF FEEDING HEINZ STRAINED FOODS

QUESTION • At what age are Heinz Strained Foods recommended?

ANSWER • The age for beginning Heinz Strained Foods depends upon the doctor in charge of the baby. In general, American pediatricians are starting Strained Foods between the 4th and 5th months, although some begin earlier and others as late as the 6th month.

QUESTION • Which vegetables are usually started first?

ANSWER • Spinach, Carrots, and Vegetable Soup, followed by Tomatoes, Green Beans, and later, Peas and Beets. Prunes are usually begun about the 6th month and Strained Cereal between the 5th and 6th months.

QUESTION • How should the mother prepare these foods for the first feeding?

ANSWER • A small quantity such as a teaspoonful may be diluted with water or milk, because the baby is used to a liquid diet and the change to solid or semi-solid foods should be brought
about gradually. The quantity can be gradually increased until the baby is taking a full 4 1/2 oz. tin at ten to twelve months. As the child gets older, the quantities are increased, the added liquid may be reduced and finally dispensed with as desired.

**QUESTION** • How long do babies usually use these foods?

**ANSWER** • This depends on how well the baby is handling his food—usually, however, until after the fifteenth or eighteenth month, although some babies continue to use them until their twenty-fourth month.

**QUESTION** • Is there any special method that should be employed in heating these foods for the baby?

**ANSWER** • Yes. At first when only a portion of the tin is used for a serving it should be heated in a double boiler (with a tight lid) until the correct temperature to serve. Later, when the child is using a full tin it is best to heat the contents right in the tin by immersing the can in hot water for ten minutes.
MISCELLANEOUS QUESTIONS

QUESTION • Are Heinz Strained Foods seasoned in any way?

ANSWER • Heinz Strained Foods consist of the fresh vegetable pulp, canned in its own natural juices, without the addition of salt, spices or sugar, unless exception is noted on label.

QUESTION • Why are Heinz Strained Foods unseasoned?

ANSWER • Our close contact with the Medical Profession through our Professional Relations Department establishes the fact that a great majority of the Pediatricians do not look with favor upon the addition of seasoning, preferring to have this left to the direction of the Physician. There are cases requiring salt-free diets in which these foods could not be used if they were seasoned.

QUESTION • Do Heinz Strained Foods carry any seal of medical acceptance?

ANSWER • Heinz Strained Foods have been accepted by the Committee on Foods of the American Medical Association, and carry the seal of that Committee.
QUESTION • Can Heinz Strained Foods be left in the opened can? How long will the foods keep in good condition after opening?

ANSWER • These foods may remain safely in the enameled tin, if properly chilled, for serving the second day. It is well to remove the vegetables to a clean sterile glass jar with a screw lid; this prevents the food drying out and aids in retention of vitamins. If kept well protected from contamination in a good cold refrigerator they may be held safely as long as six days. In poorly built refrigerators where the inside temperature is 45 degrees or warmer we do not recommend holding these foods more than twenty-four hours.

DESCRIPTION OF HEINZ STRAINED FOODS

STRAINED CARROTS • Sweet, juicy, tender carrots are the raw material for this product. Its attractive orange color indicates its richness in Vitamin A. Heinz Strained Carrots are easily digested and rarely disagree with a baby.

STRAINED PEAS • Sweet, tender peas are cooked as soon as removed from the pod. The coarse skin covering the kernel is removed in the straining process.
STRAINED VEGETABLE SOUP • A delicious blend of carrots, celery, potatoes, tomatoes, onions, cereals, and yeast extract. Barley and rice give smoothness and energy value. The yeast gives a meaty flavor and adds to the content of vitamins B and G.

STRAINED BEETS • Made from selected, freshly harvested beets and processed in such a manner that the bright red color and fresh flavor are well retained.

STRAINED SPINACH • Made of the dark green curly variety of Spinach. It has a concentrated flavor because the mineral-containing juices obtained in cooking are reduced in volume and returned to the product.

STRAINED GREEN BEANS • Made from tender young green beans from which the fibrous parts are carefully removed. This product is usually well tolerated by most babies.

STRAINED PRUNES • This is a heavy prune pulp containing some lemon juice. The acid of the lemon juice gives a very pleasing tartness and improves the keeping qualities of the product. It generally has a gentle laxative action which is often desirable. This is an exceptionally good energy food generating 28 calories per ounce.
STRAINED TOMATOES • This is a concentrated product, and if the flavor seems too sharp, it may be diluted with a little water. It has a higher vitamin content than tomato juice.

STRAINED APRICOTS AND APPLE SAUCE • This is the pulp of fresh apricots, free from artificial color and sulphur dioxide, to which apple sauce has been added to reduce the tartness of the fresh fruit.

STRAINED CEREAL • A mixture of wheat hearts, farina, whole wheat, and oats. This is long cooked WITHOUT MILK, and no sugar or salt is added.

QUESTION • What size cans do Heinz Strained Foods come in?

ANSWER •
1. Strained Spinach  4½ oz.
2. Strained Carrots
3. Strained Green Beans
4. Strained Peas
5. Strained Tomatoes
6. Strained Beets
7. Strained Vegetable Soup
8. Strained Apricots and Apple Sauce
9. Strained Prunes  5 oz.
10. Strained Cereal  10 oz.