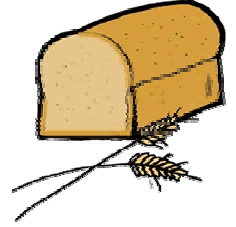




# TICKLE YOUR TASTEBUDS!



*Test your food know how!*

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- 1. What is the most popular flavor of ice cream?**  
a. Butter Pecan      b. Strawberry      c. Chocolate      d. Vanilla
- 2. Where should you store bread to keep it from becoming stale?**  
a. In the freezer      b. On the counter top      c. In the refrigerator.      d. Any of these
- 3. A UW food scientist recently discovered a new way to use fish protein to make what product?**  
a. Cat food      b. Golf balls      c. Perfume      d. Super absorbent diapers
- 4. Cheese whey, once regarded as waste, can now be used to make what product?**  
a. Sport Drinks      b. A protein supplement      c. Foam insulation      d. All of these
- 5. Which of the following foods are considered potentially hazardous?**  
a. Raw meat      b. Unpasteurized juice      c. Alfalfa sprouts      d. All of these
- 6. The UW Athletic Department provides “Powerade” sports drink for its athletes. What is the most popular color choice of the Badger football team?**  
a. Blue Mountain Blast      b. Red Fruit Punch      c. Green Squall      d. Orange Infrared Freeze
- 7. What do food scientists do?**  
a. Invent new food      b. Make food safer      c. Analyze food flavor  
d. Convert crops into food      e. All of these
- 8. What percent of our income is spent on food?**  
a. 6%      b. 11%      c. 15%      d. 21%
- 9. Is hard candy a liquid or a solid?**  
a. solid      b. liquid      c. both      d. neither
- 10. What do students in food science study?**  
a. What makes cheese stretch      b. How foods can contain medicine  
c. How to make new pasta dishes      d. What happens when ice cream freezes      e. All of these

# What's your food fortè?

1. **Vanilla** is the most popular flavor, a favorite of 29% of people. **Chocolate** is second with 9%. Tied for third are **Butter Pecan** and **Strawberry** with 5%. Our flavor chemists are always developing new flavors like Strawberry Cheesecake and Grasshopper Pie. Next time you are in Babcock Hall, try one!
2. Surprisingly, bread gets stale rapidly at temperatures just above freezing as the starch regresses into an unbaked form. Wrap bread tightly and **store at room temperature 3-4 days or freeze it.**
3. **Super absorbent diapers.** Fish protein has been used for years to make cat food. But recently a UW food scientist discovered how to convert it to an odorless, biodegradable, super absorbent material that can soak up 600 times its own weight in water, ideal for disposal diapers.
4. **All of these.** Athletes and body builders use whey protein concentrate as part of their diet. Puffed with air, modified whey products make great insulation. Recently a UW food scientist invented a method to use whey to make a protein supplement for people who can't digest other food proteins (those suffering from phenylketonuria or PKU).
5. **All of these foods** are potentially hazardous. If not handled correctly, they can support the rapid growth of harmful bacteria. Very young children, the elderly and people who are sick should avoid these foods.
6. The football Badgers like **Orange Infrared Freeze.** Food scientists also work on sports drinks like Powerade, which contains B vitamins for metabolism, carbohydrates (or fuel), and electrolytes such as sodium and potassium to keep muscles operating and prevent cramping.
7. **All of these** and much more. Food science uses engineering to build food processing machines; chemistry to analyze colors, flavors, and texture; microbiology to check food safety; and biotechnology for everything from developing new crops to extracting medical proteins from milk.
8. At **11% of our income**, the United States has the least expensive food in the world. People in European countries like Sweden and France spend about 15% of their income. Israel spends 21%; Mexico, 25%; and India has to spend the most, using more than 50% of its income for food.
9. It sure seems like a solid! However, just like window glass, hard candy is not a true solid, but rather **it is simply a very viscous liquid** called amorphous sugar glass. In old TV Westerns, when bad guys were thrown through the saloon windows, they were actually breaking through a piece of sugar glass.
10. **All of these.** Food scientists study all this and more! They learn to improve the tastes and flavors of your favorite foods like candy bars and ice cream. They also learn how to extend the shelf life of food, including bread and milk, to assure your food safety, quality, and variety of choice.

## Contact Information:

**University of Wisconsin-Madison**  
College of Agricultural and Life Sciences  
1450 Linden Drive  
Madison, WI 53706  
Phone: (608) 262-1251  
Website: [www.cals.wisc.edu/](http://www.cals.wisc.edu/)  
E-mail: [info@cals.wisc.edu](mailto:info@cals.wisc.edu)

**Department of Food Science**  
103 Babcock Hall  
1605 Linden Drive  
Madison, WI 53706  
Ph: 608 262 3046  
Fax: 608 262 6872  
URL: <http://www.wisc.edu/foodsci/>  
Email: [foodsci@facstaff.wisc.edu](mailto:foodsci@facstaff.wisc.edu)