

# WELCOMING ADDRESS

**DR. I. SAMKALDEN**, Burgomaster (Mayor) of Amsterdam, The Netherlands

When the American Oil Chemists' Society decided to hold a World Conference on Oilseed and Vegetable Oil Processing Technology, I think this Society did the right thing when they chose Amsterdam for the place of their Conference. Amsterdam's history and Holland's history show us that, in former times, the commercial city of Amsterdam already played an important role in the trade in and processing of oilseeds.

But, before going further into this, I wish to extend to you all a cordial welcome to Amsterdam and to this Conference. I do hope you will find that Amsterdam has a good climate to work. But, at the same time, I hope you will find that Amsterdam has a great many facilities which can make your stay in Amsterdam a most pleasant one if you just want to forget for a while the discussions for which you have come here.

The 17th century was Amsterdam's heyday, when it largely owed its prosperity to the flourishing trade with the Baltic. Thanks to this Baltic trade, several kinds of oilseeds were imported into Amsterdam. The seeds were traded on the Amsterdam Corn Exchange, and it was this trade that was responsible for the fact that several oil mills were established in and especially around Amsterdam.

Notably in the Zaan region, an area just north of Amsterdam, many oil mills plied their trade. It is undoubtedly not by chance that your itinerary mentions a trip to the "Zaanse Schans," and you will no doubt get a good impression of conditions in the Zaan region as they were in former days. As the name implies, the oil mills, of which there were a great many in Holland in those days, used the wind as their source of energy. He who looks at the emblem of the "Vereniging van Nederlandse Fabrikanten van eetbare olieën en vetten (VERNOF)" (Association of Netherlands Manufacturers of Edible Oils and Fats) will recognize the sails of a mill in memory of the "Processing Technology" of former times.

The raw materials for the oil mills, however, were not only imported via Amsterdam, but they were produced here. In Holland, various kinds of oilseeds were grown, and, in reclaiming Dutch "polders" in the 17th century, it was not only the growth in livestock that people had in mind but especially also the possibility of growing coleseed and rapeseed in these polders.

In fairness, I must say that, after this period of great prosperity, competition in the vegetable oil and fat industry from other areas in Holland and Europe made itself felt in Amsterdam.

Holland's current position in this industry again is a favorable one; after Germany, this country is the second largest producer in the EEC. Amsterdam considers itself fortunate that it still is in a position to play an important role in this field.

Developments in the trade in oilseeds after World War II have been characterized by an enormous advance, which was realized notably in the 1960s. If at the beginning of the 1960s roughly 300,000 tons were handled, the volume of incoming and outgoing goods had risen to upwards of 1.5 million tons at the beginning of the 1970s, with the record year 1973 even seeing a volume of goods going in and coming out of the port of Amsterdam of nearly 3 million tons.

All this could be achieved thanks to the excellent facilities provided by the International Tranship Company Amsterdam Limited (Dutch abbreviation IGMA) and the establishment of Tradax, a subsidiary of Cargill, in the Amsterdam dock area. Moreover, in this area the Cargill Soja Industry was established in 1968.

Amsterdam is happy about these establishments, and the city is particularly pleased at the fact that this happiness is a mutual one, for, at the opening of the Cargill Soja Industry, the managing director, Mr. Blankestijn, said many kind words about Amsterdam and concluded as follows: "If we had had no dealings with such active servicing bodies as Amsterdam has proved to possess, we could never have raised a factory in 14 months' time." He added: "During the construction, but certainly now—now that we are in full operation and are in an even better position to test the rightness of the decisions we made at the time—we were and are fully satisfied that Amsterdam constitutes an excellent location and apparently knows how to render service to industry."

In rendering service to industry, the city has to keep various interests in mind. The way in which the city has been shaped in the course of years makes demands on traffic and imposes on the authorities the duty to weigh the importance of the irreplaceable historical relics in that city in a justified way. Traffic in the city center will, therefore, also have to adjust itself to the special, historical aspect which is characteristic of Amsterdam. In order to direct traffic into the right channels, wherever possible a traffic circulation plan is in course of preparation so as to safeguard accessibility to the city in the future in the best possible way.

At the same time, Amsterdam has paid great attention to the conservation and restoration of the historical picture which has determined Amsterdam's image for so many



centuries. During the European Architectural Heritage Year which was held last year, Amsterdam completed several restoration projects. I have in mind the Round Lutheran Church, the Pinto House, the Historical Museum at the one-time Civic Orphanage, the reopening of the restored Rembrandt House. For all these activities, Amsterdam has been designated one of the "pilot cities" in the European Architectural Heritage Year.

I do hope that during your stay in Amsterdam you will make acquaintance with this historical aspect of Amsterdam. And that after this Conference you will also be enthusiastic over the facilities Amsterdam has to offer. But, above all, I hope that the facilities Amsterdam offers may contribute to the success of your Conference.

I wish you a very successful Conference and at the same time a very pleasant stay in Amsterdam.

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## CALL TO ORDER

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**THOMAS H. APPLEWHITE**, Conference Chairperson, and Manager, Edible Oil Products Laboratory, Research and Development, Kraftco Corporation, Glenview, Illinois, USA

Thank you very much, Dr. Samkalden! We are very honored by your being with us. You have reaffirmed with your excellent discussion of our industry here some of the good reasons why we have assembled in Amsterdam. I'm sure I speak for all the members and guests of the Conference in acknowledging our appreciation for your warm welcome to Amsterdam. We are all pleased to be here in this beautiful city, and I know that our stay will be most enjoyable and profitable.

Ladies and gentlemen, my colleagues from around the world, and distinguished guests—Good morning! It is indeed a great honor for me to call this Conference to order. Many hours of effort have gone into the organization and preparation for this meeting by a host of people. I would direct your attention to the program. There you will find pictures of, and information about, all of the dedicated members of our profession and others who have collaborated to make this Conference a success. Time does not now permit me to mention them all by name, but later, as those appear who are participating as session leaders or as speakers, we will offer a brief introduction and acknowledgment.

It is not listed in our program, but we are very pleased to acknowledge the presence, this morning, of two very important groups. First, the participants in the Ladies' Program of the World Conference. Welcome to the opening session of the Conference! We know you have a fine program arranged by our hosts here in Amsterdam. Second, we have in attendance a group of nearly 200 leading soybean producers from many countries. They are delegates of the American Soybean Association. This group will be our guests and observe the proceedings during the opening day of our Conference. We extend a warm welcome to these guests.

Several people have played key roles in developing the Conference, and, as most of them are participating here only behind the scenes, I must acknowledge their contributions now. First to be introduced is Mr. James C. Lyon, Executive Director of the American Oil Chemists' Society in Champaign, Illinois. Jim and his staff have worked tirelessly on the myriad of detail that goes into a successful meeting.

Next is the man who first conceived the idea of this Conference and is now responsible for the publication of the Conference Proceedings—the Editor of the *Journal of the American Oil Chemists' Society*, Dr. A. Richard (Dick) Baldwin.

Another man who assumed the difficult task of fund raising so that some of our colleagues from developing nations around the world could be with us this week is Ad Blankestijn, President of VERNOF, President of NOFOTA, and Vice-President of FEDIOL. He and his committee deserve special mention because they have made it possible for over a dozen people to be fully supported as Conference participants.

The next person to be introduced is here in two capacities. He is Dr. William E. Link, President of the American Oil Chemists' Society, who also will be a speaker later this morning. He has given the whole-hearted support of his important office to the Conference.

Finally, I express some specific words of warm appreciation to one particular person. That man is my co-chairman and good friend, Dr. C.J.M. Meershoek, Secretary General of VERNOF and the person most responsible for all the arrangements here in Amsterdam. He will welcome you officially as your Dutch host.



Internationaal Congrescentrum RAI



**C.J.M. MEERSHOEK**, General Local Chairperson, and Secretary General, Association of Dutch Oils and Fats Industry (VERNOF), The Hague, The Netherlands

Thank you, Dr. Applewhite, for your kind words, but please wait until Friday with your judgment. But, anyhow, it's good to thank at this time my committee members, who have done a lot of work. First of all: Miss De Boer, who is supervising the registration. Mrs. Elkhuizen, the chairman of the ladies' committee, has worked with a lot of enthusiasm, always thinking of the small, but necessary, details. And, last but not least, Pieter Biesheuvel, of Cargill, always ready to do what should be done, staying calm in all circumstances. I'm sure we all extend our gratitude to them for many hours of thoughtful hard work.