

An Introduction to the Flavor Symposium of Flavor and Flavor Stability of Fats and Fatty Foods

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Why is Flavor Chemistry an important field of study? As all of you are quite aware, the cost for food has continued to climb upward. The data given in Figure 1 from the U.S. Dept. of Labor Statistics, show that this increase since 1971 has been ca. 51%. Although it has slowed down over the last 6 mo, it still has continued to rise and probably will do so for years to come. Items other than food over the same time period, have also increased. However, from the data given in Table I, food cost increases at 51% over this time period are clearly ahead of the other items shown. The food industry is trying to keep these escalating food prices to a minimum. This is accomplished by more efficient manufacture of the present foods and by the development of analogs, imitations, substitutes, or replacements at lower cost. For example within the last few years imitation

cheeses, milks, nuts, and meats, have been introduced into the market place. Most of these products are quite acceptable, and with time, I am sure, will be widely distributed throughout the United States and be common food items in American homes. However, these new products require flavors, and the flavor chemist is of utmost importance in their development. To be fully accepted by the consuming public, these products must look, feel, taste, smell, and exhibit the physical characteristics of the natural food with which they are competing. Therefore, in this symposium we are going to consider the characteristics of taste and smell and learn of some of the outstanding work in the field of flavor chemistry.

We appreciate the fine support which the following flavor companies have given to this symposium by monetary contributions which were used to cover extra mailing expenses and some traveling expenses for the speakers: (a) Felton International, Inc.; (b) Fritzsche-D&O; (c) Grinsted Products, Inc.; (d) International Flavors & Fragrances, Inc.; (e) Polak's Frutal Works, Inc.; (f) The Ed Long Chemical Co.; and (g) An Anonymous Contributor.

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TABLE I

Average Consumer Price Indexes
for Several Items Other Than Food
(1967 = 100)

| Item | Consumer price index | | Increase (%) |
|-----------------------|----------------------|-------|--------------|
| | 1971 | 1975 | |
| Rent | 115.2 | 137.3 | 19 |
| Gas & electricity | 114.7 | 170.4 | 48 |
| Fuel & utilities | 115.1 | 168.0 | 46 |
| Household furnishings | 118.2 | 158.3 | 34 |
| Transportation | 118.6 | 152.6 | 29 |
| Medical care | 128.4 | 169.8 | 32 |
| Personal care | 116.8 | 151.2 | 29 |
| Recreation | 119.3 | 114.4 | 21 |

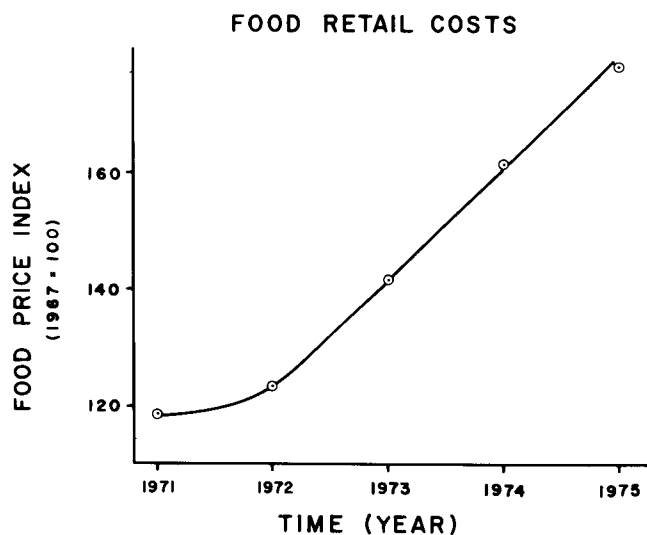


FIG. 1. The Average Food Retail Costs within United States from 1971-1975.