

Summary of Discussions on Session J

Marketing Requirements and Experiences – Technical Services

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The two round table discussions on marketing were combined, but this summary covers only technical services. As can be seen by perusal of the printed versions included in these Proceedings, three opening statements on technical services dealt respectively with the need (Talosky), the complexity (Bass), and an illustration of application to a particular market (Moore).

Prefaced with the claim that three to four times as much milk protein as soy protein is used for functional applications, a submitted question asked why milk proteins are so much more popular. Contributing factors mentioned in the discussion included the older tradition of milk, its good image, lower cost of milk proteins, and different functionality. As to cost, while nonfat, dry milk may be cheaper, sodium caseinate is not. But sodium caseinate is a

good product and is used for some purposes in spite of its higher cost because of particular functional properties, whereas soy products are preferred to achieve other objectives. That is, sodium caseinate and soy protein have different functional characteristics, and either may excel depending on the desired end property. Lastly, one expert opined that the questioner's numbers were off at least in so far as the U.S. market is concerned.

Another question specifically pertaining to technical services asked why soy isolates reduce juiciness of frankfurters and sausages. The answer given was that when this happens it likely means too much soy protein is being used for the amount of juice available. Also, the wrong soy protein product is probably being used for the particular use in question.