

Soy foods conference scheduled

The second American Soy Craft Conference will be held July 26-29, 1979, at Hampshire College in Amherst, MA. Workshops will be held on the marketing, production and research phases of soy food manufacturing. Lecture topics will include fermented foods, experiences with soy protein and world hunger.

Further information is available from the Soy Crafters Association of North America, a nonprofit group for persons and firms involved in production and popularization of natural foods made from soybeans. Soy Crafters' headquarters is at 305 Wells St., Greenfield, MA 01301. A proceedings of the conferences will be published. •

Committee Spotlights

Advertising Committee

The primary function of the Advertising Committee is to make suggestions and recommendations to the Society's Director of Advertising relative to journal advertisements and exhibits at national meetings. These may include such items as methods of developing interest by companies and industries to advertise in JAOCS through publication of feature articles, special editorial articles, world conference proceedings, short course proceedings, and so forth. The Committee also studies ways of encouraging companies to exhibit at national meetings so that the total exhibit is not only educational to those attending but provides an excellent opportunity for a company to display its products and equipment.

Since 1974 the number of pages devoted to advertising in JAOCS has increased from 155 to a total of 260 in 1978. This has primarily come about through the efforts of our Director of Advertising, Mr. Patrick Graham, along with the support and encouragement of our Executive Director, Mr. Jim Lyon, and the coordination of special editorial articles written by our News Editor, Mr. George Willhite, with company advertisements.

In January of 1978, we had a rate increase in journal advertising which, needless to say, was quite helpful in realizing increased revenues for the Society. Even with this rate increase we have maintained a position relative to other scientific and trade publications that encourages companies to advertise in JAOCS.

Foreign advertising, as a result of world conferences and European sales trips by the Director of Advertising, has been growing more rapidly than domestic advertising. The JAOCS holds a unique position internationally since no other publication adequately covers the subject of fats and oils. However, as one might expect, we are faced with many more competitive publications here in the U.S. It is our hope that the new section of the Journal on Soaps, Detergents, and Cosmetics will entice more domestic companies to utilize the Journal in carrying their message on products and equipment to the scientific community.

Advertising in the Journal of Lipids is virtually nil. The Committee continues to consider ways of improving this situation but has generally concluded that it was better to spend advertising-budgeted dollars on JAOCS' advertising rather than Lipids' advertising. The Committee presently has under consideration a readership study by an outside firm which could serve as the basis for a future advertising program if so indicated.

Since advertising is an important source of revenue for the Society, the Committee normally meets twice a year at the National Meeting and during the AOCs Governing Board Meeting in the fall of the year. Fiscal 1978 was a banner year, and based upon revenues received during the first quarter of fiscal 1979, we have another great year in the making.

Karl T. Zilch
Committee Chairman

February 1979

Tall Oil Fatty Acids & Statistics

	2% & OVER ROSIN CONTENT		LESS THAN 2% ROSIN CONTENT	
	FEBRUARY	Percent change from JANUARY	FEBRUARY	Percent change from JANUARY
Stock on Hand				
February 1, 1979	17,881	+ 13.9	12,246	+ 18.5
Production	19,568	+ 17.0	18,170	+ 30.0
Purchases & Receipts	387	+ -	0	
Disposition				
Domestic	14,566	+ 8.3	16,856	+ 41.3
Export	3,210	+ 170.4	3,158	+ 1,056.8
Total Disposition	17,776	+ 21.5	19,814	+ 64.3
Net Disposition*	17,388	+ 18.8	19,814	+ 64.3
Total Stock				
February 28, 1979	20,160	+ 12.7	10,602	- 13.4

*Net - Less purchases & receipts.

Definition: Fatty acids fractionated from crude tall oil having a minimum of 90% fatty acids, not including rosin acids. Primary fractions containing less than 90% fatty acids are classified as distilled tall oils.

Acids in thousand pounds



Month	FINISHED GOODS INVENTORIES (F)	PRODUCTION (A)	RECEIPTS (B)	DISPOSITION:	TOTAL DISPOSITION	FINISHED GOODS INVENTORIES (F)
February 1979				Domestic Consumption (C)		
April 16, 1979				Domestic Shipments (D)		
				Shipments for Export (E)		
NUMBER OF MANUFACTURERS REPORTING 16						
	ON 1/31/79					ON 2/28/79

Saturated

SP - Single Pressed, DP - Double Pressed, TP - Triple Pressed

HYDROGENATED ANIMAL & VEGETABLE ACIDS	STEARIC ACID (40-50% Stearic Content) (1)	6,620	11,170	1,344	3,743	SP 346 DP 4,808 TP 3,621	195	12,988	6,146
	60 C maximum titer & minimum I.V. 5 (2a)	4,920	8,891	---	6	8,364	---	9,043	4,768
	57 C minimum titer & maximum I.V. under 5 (2b)	3,123	13,101	2,526	5,893	8,499	5	14,397	4,353
	Minimum Stearic Content of 70% (2c)	1,276	2,935	---	557	1,885	---	2,452	1,759
HIGH PALMITIC (Over 60% palmitic I.V. maximum 12) (3)	1,470	907	15	563	455	---	1,073	1,319	
HYDROGENATED FISH & MARINE MAXIMAL fatty acids (4)	406	385	---	---	446	---	446	345	
LAURIC-TYPE ACIDS (I.V. minimum 5 Sapon val. minimum 245- including coconut, palm kernel, babassu) (5)	4,434	7,143	---	1,874	3,689	3	7,256	4,322	
FRACTIONATED FATTY ACIDS	C ₁₀ or lower, including capric (6a)	581	1,534	---	---	1,386	---	1,427	588
	Lauric and/or myristic content of 55% or more (6b)	2,868	1,173	133	644	947	2	1,651	2,323
TOTAL SATURATED FATTY ACIDS	25,498	47,239	4,018	13,270	35,057	205	50,732	26,023	

Unsaturated

ND - Not distilled; SD - Single distilled; MD - Multiple distilled

OLEIC ACID (red oil) (7)	11,705	14,595	857	5,832	ND 302 SD 4,154 MD 2,152	493	13,138	14,019	
ANIMAL FATTY ACIDS other than oleic (I.V. 36 to 80) (8)	5,184	10,246	628	1,495	7,702	1,153	11,167	4,891	
VEGETABLE OR MARINE FATTY ACIDS (I.V. maximum 116) (9)	---	32	---	---	32	---	32	---	
UNSATURATED FATTY ACIDS (I.V. 116 to 130) (10)	6,432	4,794	---	662	2,528	306	4,056	7,170	
UNSATURATED FATTY ACIDS (I.V. over 130) (11)	2,272	1,597	---	47	1,738	159	1,944	1,825	
TOTAL UNSATURATED FATTY ACIDS	25,593	31,264	1,485	8,036	19,108	2,101	30,337	28,005	
TOTAL ALL FATTY ACIDS SATURATED & UNSATURATED	51,091	78,503	5,503	21,206	54,165	2,306	81,069	54,028	