Industry News

CHICAGO '83

Herb Dutton, seated, demonstrates computer uses in the laboratory to Bill Coleman (standing left) and Brian Walker, (top)
Roaring 20s partygoers included, from left, Bob Husch, Carole and Bob Regutti, and Eleanor and Jack Suriano, (middle)
Tom Smouse (left) congratulates Award of Merit recipients Robert Burton (center) and Lloyd Smith, (bottom)

1,500 at AOCS Chicago Meeting

Approximately 1,500 persons from more than two dozen nations attended the AOCS' 74th Annual Meeting held during May in Chicago, one of the largest fats and oils meetings ever held in the United States.

Attendees overflowed several technical sessions on the opening morning, requiring Technical Program Chairman Tim Mounts and AOCS Meetings Coordinator Joan Dixon to arrange quickly for larger rooms. That was one of several "positive" problems during the meeting. Many registrants said it was difficult to decide between simultaneous presentations, a far more desirable situation than not having anything suitable to hear. One AOCS administrative committee found itself discussing a problem of whether separate 1985 programs would compete for speakers and attendees, leading AOCS Governing Board Member Bob Hastert to comment, "Isn't this a fine problem to have? We have several good programs scheduled close together. A few years ago we were practically dormant in some areas. This is a marvelous problem to have."

More than 300 technical presentations were made during the week. Unexpected cancellations created gaps in some sessions, some were filled with unscheduled discussions, others with impromptu coffee breaks. A preliminary screening of meeting evaluation questionnaires from registrants showed higher than normal ratings for technical quality of talks as well as for quality of visual aids. In some meeting rooms, low ceilings created problems in that the bottom half of slide projection screens were not easily visible from the back of the room.

The AOCS Governing Board met twice during the week. The board discussed a proposal to distribute blind check samples to AOCS Official Referee Chemists, a practice first begun by AOCS in 1929. The Governing Board also approved New Orleans as the site for the 1987 annual meeting. A full report on Governing Board action will be published in the August *JAOCS*.

Officers and Governing Board members elected this spring were formally installed with Thomas Smouse taking over the presidency from Karl Zilch. Zilch received his past president's key from former AOCS president E.G. Perkins.

Registration officers said there were 1,150 technical program registrants and approximately 130 spouses' program registrants. Nonregistered exhibit personnel numbered about 150. Several speakers, who attended the meeting solely to deliver their talks and then left, did not register.

General chairman Arnold Gavin was pleased with the attendance and with meeting activities. Gavin put together the local committee that arranged the technical, social, exhibit and industrial tour programs for the Chicago meeting.

One of the most noticeable changes to regular AOCS registrants was the Wednesday evening social event. In the past, the society traditionally has held a semiformal banquet, but for 1983 a Roaring 20s Chicago-style party was substituted. Continuous entertainment, overflowing

CHICAGO '83

Among principals at awards breakfast were (from left) Ralph Potts Award recipient Heasook Kim, Supelco AOCS Research Award recipient David A. van Dorp, and Supelco President Nicholas Pelick, who is also the new vice president of AOCS

Lou Kravetz, left, accepts The SDA Award for best soap and detergent paper from Soap and Detergent Association President Ted Brenner

Armak President James C.E. Fuller (right) congratulates Heasook Kim for receiving Ralph Potts Memorial Scholarship

buffet food tables, and special activity booths – instant photographs and caricature sketches – were well received.

An optional Tuesday evening reception at the Chicago Art Institute drew approximately 250 registrants. They had an opportunity to tour the museum after a buffet in the old Chicago Stock Exchange trading room that has been reconstructed in the museum.

There were three optional industrial tours, with participants paying a fee to cover transportation. Charter buses took visitors to the Chicago Board of Trade; Interstate Foods, a producer of frying fats; and to the Kitchens of Sara Lee, a major producer of consumer bakery goods.

The exhibit accompanying the annual meeting was the largest ever held at an annual AOCS meeting. Fifty-four organizations participated with a total of 72 booth spaces. The exhibits gave registrants a chance to see the latest in equipment, supplies, services and information available to the fats and oils industries.

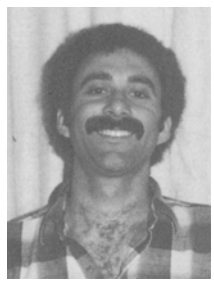
As might be expected given the state of the U.S. economy the past year, the AOCS Placement Center was a busy location during the meeting. A total of 60 job seekers registered at the center, while there were 41 job listings by employers. The largest single firm seeking applicants was the Colgate-Palmolive group which listed 19 jobs. A Colgate representative said the firm may have more listings at the 1984 Placement Center.

While the largest segment of AOCS memberships continues to be persons concerned with edible oil from production to consumption, there are other groups within AOCS that are growing. The Surfactants and Detergents group, formerly identified by the description "soaps and detergents," had a third consecutive year of extensive technical sessions with 150 to 200 persons attending throughout the week. The Protein and Co-Products Section held its second consecutive annual luncheon as well as organized, well attended technical sessions. The AOCS Publications Committee appointed an ad hoc committee to consider the scope of papers from the protein group that will be suitable for publication in *JAOCS*' technical section. A report is expected later this year. The burgeoning jojoba oil industry was quite visible during the meeting, with a five-hour informal discussion being held as a result of the many segments of the jojoba industry represented at the meeting.

Two AOCS short courses held the week before the Chicago meeting at nearby Lake Geneva in Wisconsin were successful. More than 160 persons attended the short course on processing and quality control of fats and oils, while more than 60 persons attended a short course entitled "Cancer -- A Molecular Event." No proceedings of either short course will be published.

CHICAGO '83

AOCS 1983 Honored Students at the Chicago meeting were (from left) D.S. Boehme, D.P. Cistola, D.A. Diersen-Schade, L.J. Magrum, F. Manganaro, D.M. Manning; (second row) R.J. Rodriguez, and C.A. Taylor.



State of the Society

(The following report on the "State of the Society" was presented by outgoing AOCS President Karl T. Zilch at the annual meeting in Chicago this past May).

In May of 1982 when I became the society's 73rd president, we were in a recession which was expected to worsen. Our society was not immune to this economic trend and in 1982 we suffered a decline in net income of $72,000, whereas in 1981 we had a net gain of approximately $100,000. Our loss resulted from both higher operational costs and higher publication costs. Attendance at our short courses and world conferences dropped. It was necessary to cancel the two short courses that preceded the annual meeting in Toronto because of too few registrants. Our World Conference on Dietary Fats and Health held here in Chicago fell short of its break-even point although it was acclaimed by many registrants as the best technical program ever organized on this subject. We do expect to recover a portion of this loss when the conference proceedings are published in book form. The World Conference on Edible Oil and Oilseed Processing held in The Hague, The Netherlands, surpassed its break-even point, but, under normal economic conditions, we would have attracted another 150-200 people. As Dr. Tallent previously has mentioned, our Finance and Executive Committee meetings recognized last February that 1983 could mirror 1982 if we did not take immediate action to reduce the 1983 budget. We made judicious budget cuts that will not create any lasting consequences.

Society membership has grown to 4057. Of these, 1201, or 30%, are from outside the United States. For comparison, in 1972 when we had 3027 members, 407, or 13%, were from outside the United States. It is obvious that the society is becoming more international in scope.

Although we were quite pleased when our membership in 1982 passed the 4000 mark, we are cognizant that there are a number of our colleagues who should become members and take advantage of what the society has to offer and, in so doing, improve their professional careers. At this meeting, our Membership Committee is initiating a membership drive which will conclude with our 75th Anniversary Meeting in Dallas, Texas. Each of our members should support this effort.

I would like to welcome all the new members who joined the society in 1982 and ask them to become active as soon as possible. The guidance and direction that you can provide will assist the American Oil Chemists' Society in maintaining its vital role as a major educational force.

As in previous years, our two AOCS publications, *JAOCS* and *Lipids*, contributed significantly to the success of the Society in 1982. Paid subscriptions for *JAOCS* totaled 6827 and *Lipids*, 2230, for a combined total of 9057.

Lipids published 159 refereed technical papers. *JAOCS*

CHICAGO '83

published 153 refereed technical papers. *JAOCS* also published an additional 257 pages of nonrefereed technical articles, 402 pages of nontechnical editorial material and 394 pages of advertising.

We hope that you have noticed the improvement in the type and quality of the more general technical articles that are now appearing in the news section. In the April 1983 issue, an article appeared on dietary fats and cancer; the March 1983 issue had an article on hardening plants; the January 1983 issue carried an article on jojoba oil.

I would like to comment briefly on the advertising that appears in *JAOCS*.

The primary purpose of advertising is to provide a method of communication between the supplier of a product and a user of the product. With our steady increase in membership, and with the efforts of our advertising staff to make manufacturers aware of the audience that AOCS represents, we have seen an increase in *JAOCS* advertisements from domestic and foreign companies.

In 1982, we finished the year in pages of advertising only slightly below 1981. At the same time, other journals were getting thinner because of lack of advertising. Our net advertising revenue for 1982 was $30,000 over 1981 revenues. These advertising revenues do help to defray a portion of our operational costs.

For 1983, the first four months of paid advertising in *JAOCS* significantly exceeds the corresponding months in 1978, 1979, 1980, 1981 and 1982. This, in my opinion, is an incredible record in light of our present economy.

Another AOCS activity that has been a major part of our annual meetings and world conferences is exhibits.

Exhibits are the responsibility of the AOCS advertising staff whose objective each year is to bring together our members with suppliers of equipment, instruments, chemicals, process systems, and services. This provides meeting registrants an added informational and educational dimension while providing the Society some additional revenue that supports other activities.

At this meeting, we have 54 companies exhibiting. In Toronto last year, we had 48 companies; in 1981 in New Orleans, we had 36 companies; and in 1980 at the combined ISF/AOCS meeting, we had 48 companies exhibiting their products.

The AOCS Annual Meeting is the largest regularly held fats-and-oils related meeting in the world. This offers the exhibitor a very high concentration of scientists who are interested in the products he has to offer.

Earlier this year, Robert Clark joined our staff in Champaign, Illinois, as the new Director of Methods Development. Bob Clark, in cooperation with the Uniform Methods Committee, will be responsible for updating our AOCS Book of Methods through the incorporation of new and modified methods of analysis. It is important to the society that this Book of Methods be the ultimate standard for analytical procedures used by the various fats, oils and related scientific laboratories. Changes are rapidly occurring in the field of analytical chemistry. We must be aware of these changes and incorporate them into our Methods Book whenever it is appropriate to do so.

Long-time AOCS member Richard Reck received word during the AOCS meeting that he had been issued his 100th patent–this one for a new process to produce fabric softener. Reck is director of commercial development for Armak and his accomplishment was mentioned by coworker Lincoln Metcalfe during the Ralph Potts Memorial Symposium. Reck presented a paper outlining Potts' pioneering career as the virtual founder of the fatty amine industry.

You may or may not know that every transfer or shipment of commodities such as soybeans, soybean meal, soybean oil, cottonseed, cottonseed meal, and cottonseed oil is analyzed using AOCS analytical methods to determine its quality. Although these commodities are traded on what might be considered simple analytical procedures, the life of the analyst or the company for whom he works becomes more complicated when he is asked to analyze a product for its aflatoxin content, which is a cancer-producing mycotoxin. It immediately becomes important to the analyst, as well as to the buyer of the commodity, that the testing laboratory has a reliable method for determining the precise amount of aflatoxin. This is where Bob Clark, along with the Mycotoxin Committee of the Uniform Methods Committee, plays an important role in assuring that our Book of Methods includes a reliable, up-to-date procedure for accurately determining the amount of aflatoxin in any commodity.

I would like to close by saying that the American Oil Chemists' Society remains a dynamic, growing organization, recognized worldwide in the field of fats, oils and related technologies. The society is what it is today because of the unselfish dedication of members who volunteered their efforts to further the society's goals and objectives. As your president, I have had the privilege of working closely with many of these volunteers. They have earned the respect and deep gratitude of all of us. Their efforts, with the support of our capable headquarters staff, have made this organization what our founding fathers wanted it to be. On behalf of AOCS, I thank each of these individuals for their efforts and contributions.

It has been a privilege to serve as your president for the past year. The experience has been gratifying. It has allowed me to become more knowledgeable about society affairs, it has given me the opportunity to know more of my colleagues, and above all I have developed friendships that will be part of my memories in years to come. Thank you.

CHICAGO '83

Commitment

(The following is the acceptance address of AOCS President Thomas H. Smouse presented at the 74th Annual Meeting in Chicago.)

Outgoing president Karl Zilch (left) turns AOCS' official gavel over to new president Tom Smouse

It is a great honor that you have bestowed upon me and I thank all of you who have given me your vote of confidence. Twenty-one years ago when I joined this society, I never thought that I would someday be elected to the office of president. However, when you run unopposed – as our presidential candidates do – it would have really been a surprise if I had lost this year.

I would also like to thank you for electing a slate of officers and members-at-large who are committed to the AOCS. Several years ago when Bill Link made his acceptance presentation for the office of president, he emphasized the importance of being totally committed to the society. It is truly a virtue we must all strive for. For those of you who were not here in 1975, Bill had the following story to illustrate commitment:

> "Sometime back during a livestock convention in Chicago, a pig and a chicken were walking down the street on their way to a morning session. Neither had eaten breakfast and they saw a sign stating: Free Breakfast Inside – Ham and Eggs. Whereupon the chicken said, "Let's have a free breakfast before the meeting." The pig replied, "No, you go on in and I'll wait for you." "But it's free, come on in," said the chicken. The pig resisted and finally the chicken asked why the great reluctance. "It's okay for you to go in," the pig said, "because for you it represents a token contribution, but for me it's a total commitment." '

Our Society needs the time and effort its members can provide, but the donations will flow more naturally and freely if the members are truly committed.

In electing myself (as president) and Nick Pelick (as vice president), you have chosen two graduates of the same university. This happened before in 1979 when both Norm Sonntag and Frank Naughton were elected. But this year it is even more of a coincidence in that Nick and I not only attended Penn State at the same time, but were in the same curriculum.

I thank you for reelecting Bill Tallent as AOCS treasurer. I have worked on the finance committee with Bill this past year and he is doing a great job. I remember several years ago when we needed a dues increase and I had to give a Treasurer's Report stating that we were spending more than we were receiving and would need a dues increase. After the presentation, a member in the audience came up and told me I should have been a politician. He said that I had just spoken for five minutes, didn't say anything, but convinced the members to support a dues increase to cover our losses.

With the election of Joyce Beare-Rogers of Canada as secretary, you have reaffirmed that our society truly is international. I have worked with Joyce in the past and respect her abilities very much. Several years ago, however, she and I were dancing at the Wednesday evening dinner when a member came up and asked to be introduced to Mrs. Smouse. Well, Joyce is a good friend and we have spent many hours together on committee work, but – believe me, Elizabeth – it has been for the betterment of the society.

Finally, I want to thank you for the three members-at-large you have elected. The other six candidates are eager to help the society and we will find a way to use their talents and enthusiasm.

This morning I would like to list five characteristics or needs of any successful organizations, whether it be AOCS, your employer or any group with which you work.

First, one needs a structure or organization chart. No successful organization can exist without one. However,

---

Forty-year AOCS member Fount Earle provided a valuable addition to the AOCS archives at the Chicago meeting when he presented the Society with his copy of AOCS history that has been signed by virtually all of AOCS' past presidents, including Felix Paquin, first society president. The history was published in the late 1940s by AOCS and included biographical sketches of past presidents. Earle, through the years, obtained autographs from all possible past presidents. The volume will be on display at the 1984 AOCS Diamond Anniversary meeting in Dallas. Earle is retired from the staff of the USDA Northern Regional Research Center in Peoria.

CHICAGO '83

this alone does not assure success.

Second, you need people. Each slot or position in an organization needs a person to fill it. People come in many shapes, sizes, colors, educational levels, etc. Therefore, we need a third item.

We need selection. Successful organizations select people with competence, to accomplish the task; with persuasion, the ability to convince; and who merit the respect and trust of their peers.

Fourth, in addition to structure, people and selection, an organization must have direction. The members must understand what needs to be done, what programs are to be accomplished, what goals are to be achieved.

Finally, there must be motivation. Members must want to do what must be done to achieve the goals.

It is this last characteristic that I believe is the most important. If our AOCS members are motivated and they understand the direction of AOCS programs, they will become involved in the some 120 different committees that need their help. Motivated members will want to help and be useful. People can accomplish much if a leader can show volunteers the importance of specific programs and how such programs help achieve common goals. If this can be done, success surely will follow and the members will become truly committed.

I have been fortunate to have worked with companies and to have had bosses who encouraged my participation in the Society. Steve Chang at Rutgers, Glen Jacobsen at Campbell Soup, and Bob Allen at Anderson Clayton certainly can be included among the group of those truly dedicated to the AOCS. I ask each member to get involved. I would like to close with a quotation of Barton Russell Briggs that was made in 1904 in *Routine and Ideals of College Life*: "The youth who loves his Alma Mater will always ask not 'What can she do for me?' but 'What can I do for her?' "

Thank you very much.

The AOCS Speaker Ready Room was busy throughout the meeting, providing speakers a chance to review their slides before their presentations. Speakers had an option of then carrying their slides to the projectionist or loading them into one of 18 slide trays in the Ready Room. AOCS staffer Barb Haumann emphasized to speakers that they had to return the trays. At the end of the meeting, the audio-visual service reported speakers had returned 19 slide trays.

Finances

(The following summary of AOCS Treasurer William Tallent's report to the AOCS annual business meeting was prepared from his speaking notes.)

The accompanying charts (Tables I and II) indicate from what activities AOCS obtains its funds and how those funds are spent.

AOCS' journals (*JAOCS* and *Lipids*) produce the biggest portion of our income, but you can also see that they make up an even larger percentage of our expenses. The portion of your dues ($11.50 of the annual $34) that goes to support *JAOCS* is NOT included in journals income.

The income figures for books, meetings and advertising represent net income (direct expenses involved have been subtracted). Most of the advertising income is from *JAOCS*. Meetings income includes that from our annual meetings, world conferences and short courses. Advertising income includes income from exhibits at AOCS meetings. Books income includes money received for monographs as well as AOCS' Official and Tentative Methods.

The Finance Committee is concerned that advertising is our second largest source of income. While this represents a good performance by Pat Graham, our director of advertising and promotions, we feel it is unwise to

TABLE I

1983 AOCS Income

	($1,000)	(% of total)
Journals	370	42
Advertising	149	17
Dues	136	16
Meetings	91	10
Books	71	8
Miscellaneous	62	7

TABLE II

1983 AOCS Expenses

	($1,000)	(% of total)
Journals	519	58
General operations	254	28
Meetings	48	5
Miscellaneous	81	9

CHICAGO '83

depend so heavily on such a variable and uncertain source for so much of the Society's essential revenues.

The miscellaneous income represents money received for AOCS' official supplies and from the Smalley Check Sample Program.

In Table II, you can see that journal expenses are larger than journal income. But if you add in *JAOCS*' share of advertising and dues, the income generated by *JAOCS* exceeds its cost by about $20,000 annually.

The "General Operations" category includes all operating costs not directly and completely assignable to a specific service of function.

"Methods Development" is a new activity you will be hearing more about as our new director of methods development, Bob Clark, develops a course of action. I think nearly everyone will agree that keeping our officially endorsed analytical methodology up-to-date is an important responsibility of the Society.

The "miscellaneous" expenses are those relating to the Smalley Check Sample program and the costs of our official supplies.

If you add it all up, you will find that for 1983 our expenses total $902,000, while income was $879,000, producing an operating deficit of $23,000.

For that reason, the Finance Committee has recommended and the Executive Committee has approved raising dues to $50 annually beginning with 1984. These dues will be comparable to those for several other major professional societies to which many of us belong (Table III).

TABLE III

1983 Dues of Professional Societies

	($)	Journal received (if any)
American Association for the Advancement of Science	48	*Science*
American Association of Cereal Chemists	54	*Cereal Foods World*
American Chemical Society	62	*C&E News*
Association of Official Analytical Chemists	25	
AOCS	34	*JAOCS*
Institute of Food Technologists	35	*Food Technology*

The Finance and Executive committees felt it would be irresponsible of us not to act to assure sound financial conditions for the future. We believe it is justified in that the annual cost of publishing and delivering *JAOCS* to each member is more than the $50 annual dues. *JAOCS* has about 7,000 subscribers (including all members). Total cost of publishing and delivering *JAOCS* each year is approximately $432,000, or about $62 per subscriber.

This is our second dues increase since 1970. Raising dues at this time is a responsible and prudent step to ensure the society's fiscal health. I hope this information has helped explain why this step is being taken now.

"Technology and Business — The Growing Partnership"

(The following is the Keynote address by Arthur W. Woelfle, chairman of Kraft Inc., presented to the 74th Annual Meeting of the AOCS in Chicago.)

I greatly appreciate the honor you have accorded through your invitation to appear as your Keynote speaker. Your organization plays a vital role throughout much of the United States economy. I have seen at first hand some of the major contributions of science and technology to our nation's growth. Within my own company, Kraft, we are, as you know, substantial refiners and users of fats and edible oils. Consequently, the interests and concerns of the American Oil Chemists' Society are our interests and concerns as well. We will continue to support your programs as we have in the past, because they make sense to us.

Although the past several years have not been the best of times, the American economy still has in place many of its underlying strengths. This is due, in no small part, to the technological leadership that you and your colleagues in other disciplines have provided in the past. We look to you for continued leadership during the years ahead.

Kraft Inc. chief Arthur W. Woelfle addresses plenary breakfast

CHICAGO '83

Today, I would like to consider some of the business-side aspects of our shared endeavor. For better or worse, we are partners, and those of us who are not at home as you are in the laboratory still can contribute to the final outcome of your own efforts. I have some comparisons and examples from my own experience in the food industry. This, of course, is the field that I know best. However, I think those of you who represent other industries, will find my remarks are relevant to your own work, as well.

Over the years, the professional goals of scientists, engineers and technicians in the food industry have been rather clearly identified. I think the aims of this important segment of the food production chain – of which you are part – have been:

- to develop new food products;
- to improve existing products and procedures;
- to increase nutritional values;
- to extend usable shelf life and maintain product quality;
- to design efficient processing techniques;
- to safeguard the consumer and the environment; and,
- to search for alternative food sources.

These are not easy tasks. Fulfilling them has demanded, and continues to demand, skills of the highest order and commitment to standards of excellence.

But, without one essential ingredient – one that was not mentioned in the list I read – even the best efforts of food scientists will go for naught. No food product, regardless of the brilliance of the development work behind it, has any value until it is consumed. Someone – or a lot of someones – in the marketplace we all serve must buy that product. That means that the economic premises on which it is based must make good business sense. Unless the product development team includes appropriate marketing skills, even the most promising new food product idea will not live to see the light of day in the supermarket.

The normal flow of work leading to the introduction of a new product – and the food industry is not unique in this regard – has changed drastically during the past 20 years. Let's briefly review the steps involved. Now a new product in the marketplace is seldom – if ever – the exclusive brainchild of a laboratory specialist, who only solicits marketing assistance after that idea emerges from the laboratory full blown and ready to go. Today, most new consumer products evolve through a lengthy process that includes systematic market research, coupled with astute product and packaging development.

A variety of techniques are used to identify and define the perceived needs and wants of the consumer. Those provisional definitions are then refined and translated into new product concepts. Simulated versions of the concept are tested and validated by consumer panels. A successful simulation is then molded into a prototype product, but only after the market potential of the product has been carefully analyzed. More consumer research and validation takes place before the final commitment to move into full production and distribution.

At each step of this painstaking and expensive process, attrition dramatically reduces the number of concepts that eventually will achieve success with the consuming public. Many of you have witnessed or endured the painful experience of watching seemingly promising product ideas disappear – dropped because they simply did not measure up to the harsh demands of marketplace reality. The statistics are appalling.

From literally hundreds of ideas or product concepts generated each year, fewer than 20% survive the initial market research evaluation. Perhaps one-third – five or six – of 20 will actually be developed into prototypes. Just three will emerge as viable business ventures, worthy of extensive market testing. The final survivors – a pitiful remnant of the original bountiful crop of ideas – will then join a horde of some 54,000 active grocery products in competition for one of the 8000 or so item spaces available in a retail supermarket. It is hard to imagine worse odds.

What I have just described is nothing more nor less than the simple use of sound business management technique. Its sole purpose is to control and minimize the downside risks which are part of any developmental work. It is especially important to have these controls in place so that losses can be minimized and mistakes corrected before major capital expenditures are committed.

Product development is subject, as it should be, to the same discipline that applies to any other business investment. Instead of giving carte blanche to research for its own sake alone – which more properly belongs in the academic community – most of us focus on research directed toward meeting consumer needs.

It should be emphasized that this system is not one of restraint on the scientist or innovator. Quite the opposite effect is intended. By spreading participation in the development process throughout the organization – beyond the laboratory – the spirit of innovation is encouraged. Failures are an inevitable part of the process, and these must be accepted with a reasonable amount of

The persons in costume at the Roaring 20s party during the AOCS meeting were mainly Chicago committee members as well as AOCS Governing Board and staff members. An informal poll taken of the JAOCS *news editor rated AOCS staffer Gloria Cook as the most authentic looking flapper, while Chicago committee member Bob Regutti was the most realistic appearing "muscle." Carole Regutti was obviously the better dancer in the family. Unfortunately names of the dance contest winners were not preserved.*

grace and without placing blame. Perhaps the most valuable benefit of the process I have described is the opportunity it provides to learn from past mistakes and to incorporate the lessons into future projects. By so doing, the success curve is hopefully nudged upward.

Now, if you will permit a bit of Dutch-uncle-ism, I would like to comment on our mutual responsibilities as fellow members of the edible oil and oil products industry. Our mission is to provide foods that consumers have decided they both need and want. Eating habits are deeply ingrained in each of us, and we are slow to change. Each of us chooses foods that nourish the spirit as well as the body. You will agree that the purely sensory qualities of taste, texture and aroma are frequently as significant as vitamins, minerals and other nutrients. Because this is so, the most important service we can perform is to offer a wide range of wholesome, reasonably priced food products from which consumers may choose.

The other side of this coin of responsibility is an equally strong belief, at Kraft, that, as a company, we are not required to impose new food products on consumers in the name of improved nutrition. Within Kraft we utilize our own research capabilities, coupled with long, extensive experience – and the guidance of outside, independent experts – to maintain and increase wherever possible the nutritional value of our products. This commitment is spelled out in a corporate nutrition policy and administered by a special task force.

We may have strong opinions – as individuals and as scientists – on the subject of proper diet; but, in many specific areas of nutrition research, the facts available thus far simply do not support a consensus.

For example, we have seen how continuing research has reversed earlier beliefs about the relationship between cholesterol and heart disease. Belief in an invariable link between the two has given way to a broader understanding that other variables also play a role. Similarly, sugar is no longer seen as the sole villain in dental caries. I am sure you can suggest other examples in which we don't yet have final answers.

Nutrition is a relatively new area of scientific study. As a rigorous discipline, the study of nutrition began only in this century and much remains to be learned.

Simple lack of scientific data, however, does not relieve industry's responsibility of offering foods that are known to be nutritious. This responsibility belongs rightly in the private sector.

In addition, products that are modified or reformulated to meet specific consumer wants fill a real need. In our economic system this is the responsibility of private companies.

Also, it appears appropriate for all members of the food industry in cooperation with the not-for-profit sector to work together to establish and to promote sound nutrition. As you are well aware, national policy statements are already in place in a number of nations – among them Sweden, The Netherlands, West Germany, Canada and Great Britain. Within the United States, a number of positions on nutrition policy have been developed since 1977. These generally recommend reductions in fat, sugar and alcohol intake – all in keeping with changing lifestyles in our post-industrial era. The new consumers, however, still demand quality food products – often with fewer calories. They want products that are convenient to use. And, above all, they are more aware than previous generations of the principles of sound nutrition.

A food company cannot afford to ignore or avoid the implications of these changes and their impact in the marketplace.

The changes in U.S. lifestyles that have taken place since World War II have created enormous marketing opportunities for new food products, it is true. But at the same time, the corresponding growth of knowledge relating diet to health, coupled with the rapid – and sometimes premature – dissemination of new information through the media, have provided a challenge of almost equal proportion.

Consumers today are advised through the media, often without sound scientific basis, to reduce or eliminate their consumption of a growing list of foods and food ingredients. This list might include cholesterol, saturated and unsaturated fats, additives, alcohol, artificial colors and flavors, caffeine, calories, meat, modified starch, monosodium glutamate, nitrites and nitrates, preservatives, protein, salicylates, salt, sodium, sugar, whole milk dairy products and more.

To these warnings, I can only say we must not be unduly swayed by the media, but rather to continue our own investigations and support of independent research. These admonitions notwithstanding, about 100 new food products make their way into national distribution each year.

Final judgment is in the hands of those consumers, who decide for themselves which food products they will or will not purchase. It is significant that those decisions – to purchase or not to purchase, to consume or not to consume – are not always consistent with the nutrition knowledge we believe a majority of consumers already possess. A recent study conducted in the suburban community of New Rochelle, NY, by Research and Forecasts (a subsidiary of Ruder, Finn and Rotman) shows that while many Americans are aware of the value of proper nutrition and regular exercise, they do not incorporate these health benefits into their daily lives. For example, those who are overweight do not follow an appropriate diet. Those who believe exercise is important do not regularly exercise. Those who are most concerned about nutrition do not follow a more nutritionally sound diet than those who are less concerned.

If the residents of New Rochelle are similar to Americans in general, the survey brings unwelcome news to advocates of sound nutrition habits. Other studies tell the same story as well.

Accurately defining and interpreting consumer needs and wants are vital to the successful development of new

CHICAGO '83

food product concepts. But those needs must be held in balance with proven results of nutrition research; and management looks to you, as the technologically sophisticated members of the team, for guidance in these matters. The factors involved are often imperceptibly subtle. The line between an ethical and socially responsible effort to provide food products that contribute to the health and well-being of the consumer and that of profiteering from food-related public misconceptions can be extremely fine.

This responsibility – or this set of interrelated responsibilities – I believe has special significance for you. As the technical and scientific members of the food industry most closely involved with the uses of edible oils, your star is rising.

Substantial increases in the use of edible oils, chiefly for cooking and in salads, have contributed to this growth. This progress – in these and in other uses of edible oils – reflects well on the members of this society, because the improved technology that was needed to broaden the range of products based on fats and edible oils is your handiwork.

For the future, however, the opportunities for continued growth with respect to the consumption of fats and edible oils appear less certain. New lifestyles, demographics, nutritional awareness and concern for the effects of consuming excessive fat calories on health, provide significant challenge to our industry. These are facts of life. We must meet the challenge by fulfilling our responsibilities from both the technical and business standpoints.

The progress that has distinguished the past will continue, as knowledgeable professionals such as yourselves spearhead further investigation and development. As you advance, I know you can continue to count on the active support of the other specialists in the business community. Working together, there is little we cannot achieve.

The Chicago Art Institute's visiting collection of Dutch masters drew high praise from two natives of The Netherlands–Supelco AOCS Research Award winner David van Dorp and his wife, Arnolda. "They are hung so nicely here," Mrs. van Dorp said. "It is like seeing old friends away from home." The home museum for the paintings is being refurbished, the van Dorps explained, to permit better presentation of the paintings after their return.

Protein section reelects Lusas

AOCS' Protein and Co-Products section attracted approximately 40 persons to a luncheon business meeting in Chicago, which included formal announcement of election results and a discussion of session topics for the 1984 AOCS meeting in Dallas.

E.W. Lusas, head of the Food Protein Research and Development Center at Texas A&M University, was unanimously chosen to continue as section chairman for another year. A mail ballot was conducted earlier this year. David Sessa of the USDA Northern Regional Research Center was elected vice chairman; George Liepa of Texas Women's University as secretary-treasurer; and, as members-at-large, Dennis Jones of the POS Pilot Plant in Canada; Larry Johnson of Texas A&M University; and Edward McCabe of Westreco Inc.

The section hopes to have seven technical sessions during the 1984 AOCS meeting covering topics such as: protein and oils from new sources; membrane filtration and processing; protein-mineral interaction; antinutritional factors in oilseeds; and new development for oilseed products for animal feed.

Tentative topics for protein sessions during the 1985 AOCS meeting in Philadelphia include lipases, food protein, and analytical methods.

The section had 46 dues-paying members at the time of the Chicago meeting. Lusas told the group that Frank Sosulski of the University of Saskatchewan has been named an associate editor of *JAOCS* for protein-related papers. Lusas also reported the AOCS Publications Committee has appointed a four-member panel to develop a scope as to what papers *JAOCS* should accept relating to proteins and co-products, extractive science and similar topics of interest to protein researchers. Lusas hopes the protein group eventually will have its own section in *JAOCS* similar to the surfactants and detergents section that has been published for the past five years.

Soy advisory unit meets

Members of the U.S. Soybean Research Advisory Institute met at the Marriott Hotel in Chicago during the AOCS annual meeting in May. The committee is preparing a report for the federal government on research needs in the soybean industry.

The report will cover all aspects of the soybean industry, from plant genetics and agronomic techniques to post-harvest handling and use. Two AOCS members, John Heilman of Continental Grain Company and L.D. Williams of Central Soya, are members of the 12-member panel. Chairman is P.J. Quinn, a member of the American Soybean Association's Board of directors; executive secretary is R.C. Leffel of the USDA research service's program staff.

Other members include Billy Caldwell of North Carolina State University; M.F Campbell of A.E. Staley Co.; D.D. Hacklander of USDA's economic research staff; E.E. Hartwig of USDA's Delta State Research Center in Mississippi, W.L. Nelson of the Potash and Phosphate Institute; J.F. Sharp, a soybean producer; and Keith Smith, ASA's research director.

Industry briefs

Critical Fluid Systems Inc., a subsidiary of **Arthur D. Little Inc.**, has named **Neumunz Inc.** of Leonia, New Jersey, as its sales agent for a new oilseed extraction system. Under the arrangement, Neumunz will provide turnkey plants using Critical Fluid Systems' proprietary extraction system. A demonstration critical fluid extraction unit built by Neumunz at its New Jersey facility is processing samples of peanuts, sesame seeds, jojoba seeds and others for evaluation by prospective customers in the cosmetics and food industries . . . **PSI Process Systems Inc.** has moved to 4466 Elvis Presley Blvd., Memphis, Tennessee, to consolidate its operations and provide room for its new computer services area . . . **Witco Chemical Company** of Memphis, Tennessee, announced in late May that it had agreed in principle to buy **A. Gross & Co.**, a fatty acid producing firm located in New Jersey. *Chemical Marketing Reporter* said in its May 23 edition that closing was subject to approval by board for Witco and **Millmaster Onyx Group Co.**, parent firm of Gross. Final action was expected by August . . . **Supelco Inc.** of Bellefonte, Pennsylvania, has announced the opening of a Canadian subsidiary, **Supelco Canada Ltd./ Ltee**, at 46-220 Wyecroft in Oakville, Ontario, to be operated by Canadians Jim Daley and Gail Hannigan. **Supelco** also has a subsidiary in Switzerland, dealerships in an additional 25 countries and a branch office in Houston, Texas. The firm is a producer of chromatographic supplies, chemicals and chemical standards. Supelco president is Nicholas Pelick, current AOCS vice-president. Walter Supina is executive vice-president of Supelco . . .

From Washington

Japanese report soybean without lipoxygenase

USDA reports that a group from the Agricultural Department of Iwate University, Japan, has developed a new soybean cultivar, devoid of lipoxygenase, which has no "grassy" flavor. Since preventing the grassy flavor now requires costly processing, the new bean could benefit the soy milk industry if ever produced commercially.

FAO, Codex consider BHT dietary levels

Reviewing literature on butylated hydroxytoluene, the BHT Panel of the Chemical Manufacturers' Association has recommended that the Food and Agriculture Organization/World Health Organization consider making permanent the temporary acceptable daily intake of BHT of 0-0.5 mg/kg body weight. The panel said its consultants found "no reason to change." Details: *Food Chemical News*, April 18, 1983, pp. 22-23. Meanwhile, the Working Group on Food Additive Intake of the Codex Committee on Food Additives concludes that the intake of the antioxidants butylated hydroxyanisole (BHA), BHT, and tertiary butyl hydroquinone (TBHQ), would not exceed the acceptable daily intake even if present at a level of 200 parts per million in visible fats and fats used in ingredients in other foodstuffs. Details: *Food Chemical News*, April 25, 1983, p. 7. In other developments, Assistant Professor Alvin M. Malkinson, University of Colorado School of Pharmacy, has told FDA that he considers BHT "to definitely be a safety hazard" based on his studies and those of several other laboratories showing various toxic, mutagen-enhancing and tumor-promoting effects. Details: *Food Chemical News*, April 25, 1983, p. 20.

FDA proposes GRAS status for Vitamins D_2 and D_3

The Food and Drug Administration proposes to affirm vitamin D_2 and vitamin D_3 as generally recognized as safe (GRAS), with specific limitations, as direct human food ingredients. The proposal would take no action on the testing of these as GRAS substances for use in dietary supplements. Details: *Federal Register*, Tuesday, April 19, 1983, pp.